

AD-A143 377

A STUDY OF THE MARKET POTENTIAL FOR RECRUITING
NON-PRIOR SERVICE FEMALES F. (U) GREY ADVERTISING INC
NEW YORK J T HEISLER MAY 80 07831-601BK

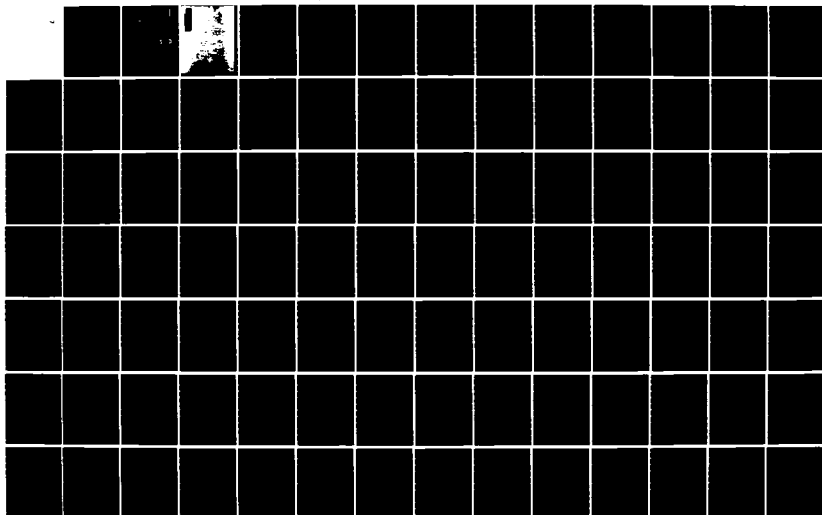
1/3

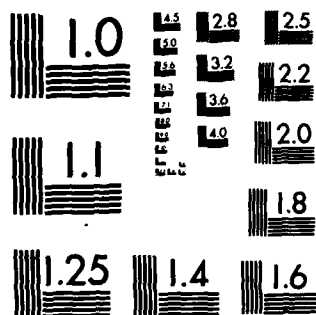
UNCLASSIFIED

DMDC/MRB-TR-79/1-SUPPL

F/G 5/9

NL





MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

AD-A143 377

DTIC ACCESSION NUMBER

LEVEL

PHOTOGRAPH THIS SHEET

INVENTORY

Rpt. No. 07831-601BK
OMB No. 22-R-0339

DOCUMENT IDENTIFICATION

May '80

DMDC/MRB/TR-79/1 - Supp

DISTRIBUTION STATEMENT A

Approved for public release;
Distribution Unlimited

DISTRIBUTION STATEMENT

ACCESSION FOR

NTIS GRA&I

DTIC TAB

UNANNOUNCED

JUSTIFICATION



BY

DISTRIBUTION /

AVAILABILITY CODES

DIST

AVAIL AND/OR SPECIAL

A/1

DISTRIBUTION STAMP

DTIC
COPY
INSPECTED
1

DTIC
ELECTE
JUL 16 1984
S D D

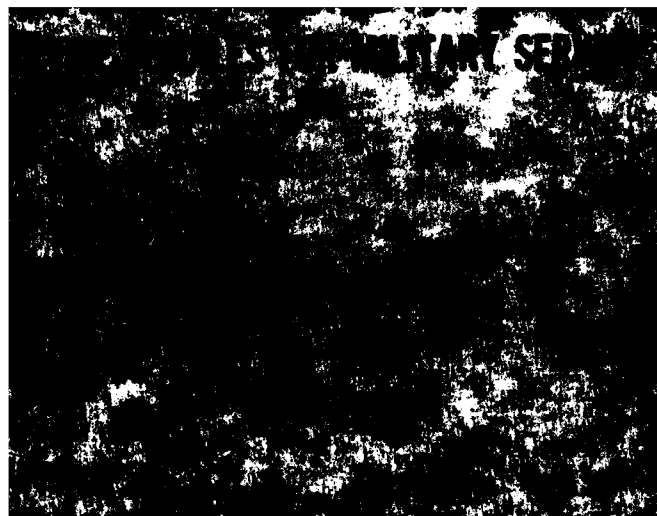
DATE ACCESSIONED

DATE RETURNED

REGISTERED OR CERTIFIED NO.

DATE RECEIVED IN DTIC

PHOTOGRAPH THIS SHEET AND RETURN TO DTIC-DDAC



A STUDY OF THE MARKET POTENTIAL FOR RECRUITING
NON-PRIOR SERVICE FEMALES FOR MILITARY SERVICE

VOLUME I

Fall 1979

Prepared For:

THE UNITED STATES DEPARTMENT OF DEFENSE

THE GREY MARKETING AND RESEARCH DEPARTMENT
JOB #07831-601BK May, 1980 HE/LL/GS/LD/KW

CLEARED
FOR OPEN PUBLICATION

JUL 21 1980 3

REVIEW OF THIS MATERIAL DOES NOT IMPLY
DEPARTMENT OF DEFENSE INDORSEMENT OF
FACTUAL ACCURACY OR OPINION.

DIRECTORATE FOR FREEDOM OF INFORMATION
AND SECURITY REVIEW (OASD-PA)
DEPARTMENT OF DEFENSE

REPORT DOCUMENTATION PAGE

1a. REPORT SECURITY CLASSIFICATION Unclassified		1b. RESTRICTIVE MARKINGS		
2a. SECURITY CLASSIFICATION AUTHORITY		3. DISTRIBUTION/AVAILABILITY OF REPORT Approved for public release; distribution is unlimited.		
2b. DECLASSIFICATION/DOWNGRADING SCHEDULE				
4. PERFORMING ORGANIZATION REPORT NUMBER(S) 07831-601BK		5. MONITORING ORGANIZATION REPORT NUMBER(S) DMDC/MRB/TR-79/ 1 - SUPP		
6a. NAME OF PERFORMING ORGANIZATION Philly Marketing & Research Dept.		6b. OFFICE SYMBOL (If applicable)	7a. NAME OF MONITORING ORGANIZATION Defense Manpower Data Center (DMDC)	
6c. ADDRESS (City, State, and ZIP Code) 777 Third Avenue New York, New York 10017		7b. ADDRESS (City, State, and ZIP Code) 1600 Wilson Blvd., Suite 400 Arlington, Virginia 22209		
8a. NAME OF FUNDING/SPONSORING ORGANIZATION Office of Secretary of Defense	8b. OFFICE SYMBOL (If applicable) OSD/MTI/MPFM/AP	9. PROCUREMENT INSTRUMENT IDENTIFICATION NUMBER 22-R-0339		
8c. ADDRESS (City, State, and ZIP Code) Pentagon, 2B269 Washington, D.C. 20301		10. SOURCE OF FUNDING NUMBERS		
		PROGRAM ELEMENT NO.	PROJECT NO.	TASK NO.
11. TITLE (Include Security Classification) A study of the Market for Recruiting Non-prior Service Females for Military Service				
12. PERSONAL AUTHOR(S) Principal Investigator: Dr. James T. Heisler				
13a. TYPE OF REPORT Technical Report	13b. TIME COVERED FROM _____ TO _____	14. DATE OF REPORT (Year, Month, Day) May 1980	15. PAGE COUNT	
16. SUPPLEMENTARY NOTATION				
17. COSATI CODES		18. SUBJECT TERMS (Continue on reverse if necessary and identify by block number) Military/Manpower/Active Force/Recruiting/Market/Research/Non-prior service and Prior service/Male		
FIELD	GROUP			SUB-GROUP
05	09			
19. ABSTRACT (Continue on reverse if necessary and identify by block number) This is a supplement to the 1979 Youth Attitude Tracking Study.				
20. DISTRIBUTION/AVAILABILITY OF ABSTRACT <input checked="" type="checkbox"/> UNCLASSIFIED/UNLIMITED <input type="checkbox"/> SAME AS RPT <input type="checkbox"/> DEC USERS		21. ABSTRACT SECURITY CLASSIFICATION Unclassified		
22a. NAME OF RESPONSIBLE INDIVIDUAL Lisa Squadrini		22b. TELEPHONE (Include Area Code) (703) 696-5830	22c. OFFICE SYMBOL DMDC	

TABLE OF CONTENTS

	<u>PAGE NO.</u>
<u>EXECUTIVE SUMMARY</u>	i
<u>PREFACE</u>	xi
I. <u>INTRODUCTION</u>	1
A. Background.	1
B. Purpose	2
C. Research Objectives	2
II. <u>METHODOLOGY</u>	4
A. The Sample.	4
B. Interviewing Procedures	5
C. Questionnaire Design.	5
III. <u>FINDINGS</u>	6
A. Number of Women Eligible For NPS Enlisted Service	6
B. Definition of Positive Propensity Group	6
C. Current Positive Propensity Group	10
1. Size of Current Positive Propensity Group	10
2. Propensity To Enlist In Specific Military Branches.	12
3. Profile Of Current Positive Propensity Group. . .	13

TABLE OF CONTENTS (CONT'D)

	<u>PAGE NO.</u>
D. Changes in Propensity Under Different Conditions And Analyses Of Shift Groups	50
1. Propensity to Enlist After Being Made Aware Of Jobs Available.	50
a) Size of New Positive Propensity Group . . .	51
b) Profile of New Positive Propensity Group	54
c) Shift Analysis - Shift to Positive vs. Original Positive Group	64
2. Propensity to Enlist After Being Made Aware Of Possible Future Combat Involvement	76
a) Size of Third Positive Propensity Group .	76
b) Profile of Third Positive Propensity Group	77
c) Shift Analysis - Shift to Non-Propensity vs. Stay Positive Group	86
3. Women Who Have Positive Propensity Under All Conditions - Core Group.	92
a) Size of Group	92
b) Profile of Group.	93
E. Propensity By Region Under Different Conditions.	104
F. Young Women's Job Interests.	106
1. Classification of Jobs By Military	106
2. Development of Women's Job Interest Clusters . .	106

TABLE OF CONTENTS (CONT'D)

	<u>PAGE NO.</u>
3. How Clusters Compare To Military Classifications	107
4. Jobs In Which Women Are Most Interested	109
5. Opportunity For Increasing Interest In Non-Traditional Jobs.	112
6. Segmentation Based On Job Interests	113
a) Development Of The Segments	113
b) Four Segments Of Women.	118
1. Segment A - Clerically Oriented/Office Women	120
2. Segment B - Medically Inclined Women.	129
3. Segment C - Glamour Seeking Women.	137
4. Segment D - Independent/Technically Oriented Women	146
G. Women vs. Men.	159
1. Propensity to Enlist.	159
2. Comparison On Additional Measures	164

I. EXECUTIVE SUMMARY

This summarizes the findings of A Study of the Market Potential For Recruiting Non-Prior Service Females For Military Service conducted for the Department of Defense in the Fall of 1979. It consists of three sections: A) OBJECTIVES, B) CONCLUSIONS, and C) IMPLICATIONS. In the conclusions section, page references are shown in parentheses to enable the reader to locate the pertinent detailed findings.

A. OBJECTIVES

Women's Eligibility and Propensity to Enlist in the Military

- . How many women 16 to 25 years old are eligible for Non-Prior Service (NPS) enlisted military service?
- . What proportion of NPS eligible women, based on current perceptions of the military, have a positive propensity to enlist in the military and how do they differ from non-propensity women?
- . What proportion of NPS women have a positive propensity to enlist in the military under each of two other conditions:
 - after being made aware of service jobs available to women.
 - after also being made aware of possible exposure to combat.
- . How do women who have a positive propensity to enlist under each of these conditions compare?
- . Does enlistment propensity differ by census region?

Women's Job Interests

- . How does the way women classify jobs compare with the military's classification of jobs, e.g., traditional and non-traditional job clusters?
- . How interested are women in specific job types?
- . Are there different segments of women with different sets of job interests, and, if so, what are these segments like?

Women vs. Men

- . How do women and men eligible for NPS enlisted service compare in terms of positive propensity to enlist in the military and other enlistment related attitudes?

B. CONCLUSIONS

1. Number of Women Eligible For NPS Enlisted Service

Approximately three-fourths of all U.S. women aged 16 - 25 -- 15,314,000 women -- meet eligibility requirements for NPS enlisted military service.

(p. 9)

2. Propensity to Enlist Based Upon Current Perception of the Military

Opportunity exists to capitalize on the potential represented by women with positive enlistment propensity based on current perception of the military. Eleven percent of NPS eligible women have a positive propensity to enlist (including 3% -- 440,000 women* -- who have high positive propensity and 8% who have moderate positive propensity).

(p. 11)

Strategies employed in recruitment activities designed to attract positive propensity women should be based on an understanding of their:

- . Demographics: Positive propensity women are more likely than non-propensity women to be: young (16/17), not employed full-time, unmarried, still in high school, a minority group member, from lower socio-economic status households.

(pp. 15,17,18)

- . Personality/Lifestyle Profiles: While both positive propensity and non-propensity women enjoy challenge and like a job which keeps them on the move, positive propensity women are more likely to: prefer an exciting/adventurous life, enjoy physical activities, be less resistant to authority, have more tolerance for getting dirty and have an outdoor orientation.

(p. 25)

- . Job Interests: While both positive propensity and non-propensity women express interest in a number of jobs currently available to women in the military, the level of interest in most types of service jobs is significantly higher for the positive propensity group. However, interest in blue collar/physical labor jobs is low among both groups of women.

(p. 32)

* As per discussions with Department of Defense personnel and consultants, projections are made only for women with high positive propensity.

- . Perceived Employment Opportunities: Both positive propensity and non-propensity women feel it is difficult to get a full-time job in the civilian sector.

(p. 28)

- . Incentives: Motivating benefits of importance to a large proportion of both positive propensity and non-propensity women include: providing men and women equal pay and opportunities, getting the job you want, developing your potential, being taught a valuable trade or skill, good income, job security, retirement income. Importantly, neither positive propensity women nor non-propensity women feel that most of the job benefits they desire are more attainable in a civilian job than in the military.

(pp. 37, 44)

- . Barriers to Enlistment: Positive propensity women express considerably less concern than non-propensity women with most problems associated with military enlistment. However, they do express moderate concern about: the need for a long term commitment, not knowing enough about military life, the lack of privacy, not being able to choose the job one wants, the amount of pay. The attitudes of parents also do not appear to be a barrier to enlistment among these women, who express less concern than non-propensity women with the possibility of parental disapproval.

(p. 39)

3. Opportunity to Expand Positive Propensity Pool

There is considerable potential to attract young women who do not currently express interest in joining the military.

a. Propensity to Enlist After Being Made Aware of Jobs Available to Women in the Military

Making women aware of the specific types of jobs available in the military has the net effect of nearly doubling the proportion of women with positive propensity -- from 11% to 20%. The sub-group with high positive propensity increases from 3% to 6%.

(pp. 52, 53)

Demographic, Personality/Lifestyle and Attitudinal Profile

- . A comparison of the positive propensity group after respondents are made aware of available jobs (20%) to the original positive propensity group (11%) showed few differences between them. Further analysis compared those women who, when made aware of jobs, shifted to positive propensity (12%)* to women in the original positive propensity group (11%). The shift group women desire similar job benefits as women in the original group but they are more likely than original positive propensity women to view the following as problems: making a long term commitment, the need to move away from home, parental disapproval and lack of personal privacy.

(pp. 55, 77, 73)

*Twelve percent of women shifted from non-propensity to positive propensity following increased job awareness. Eight percent of the original group stayed positive and three percent shifted to non-propensity.

b. Propensity to Enlist When Also Made Aware of Possible Exposure To Combat

The potential opportunity for the military to expand the pool of women through increased awareness of jobs available continues even if regulations are changed to include possible combat exposure. When made aware of possible combat involvement, positive propensity declined from 20% (when aware of jobs available) to 15%. While certain kinds of women are likely to drop out under conditions which would permit exposure to combat, the group who would remain is still larger than the original positive propensity group (11%).

(p. 79)

Demographic, Personality/Lifestyle and Attitudinal Profile

- . A comparison of the positive propensity group when respondents are made aware of possible exposure to combat (15%) to both the original positive propensity group (11%) and the positive propensity group when aware of jobs (20%) revealed relatively few differences among them.

When women who shifted to non-propensity when made aware of potential combat exposure are compared to women who continued to have positive propensity, several differences are revealed. Among other things, women who shift to non-propensity, are older, more likely to have family commitments, more concerned about making a long term commitment, and less likely to enjoy excitement and danger.

(pp. 80, 87, 90, 91)

c. Women Who Have Positive Propensity To Enlist Under All Conditions - Core Group

There exists a group of women (6%) who have a positive propensity to enlist in the military under all conditions: current perception, awareness of jobs, combat exposure. Their interest in joining the military as well as their demographic, lifestyle and attitudinal profile suggests that they are likely to be especially responsive to recruiting efforts by the armed forces.

(p. 92)

Demographic, Personality/Lifestyle and Attitudinal Profile

- . Women in this group tend to be younger than NPS eligible women in general and to have fewer commitments. Additionally, a larger proportion of core group women than NPS eligible women are from minority backgrounds. They are more likely than NPS eligible women to: enjoy excitement and danger, prefer physical

and outdoor work, be mechanically inclined and importantly, not be resistant to authority. They are less concerned than others about: having a job where you can stay with family, having to make a long-term commitment, moving away from home and the possibility of parental disapproval. Fewer of these women feel that civilian jobs are more likely than military jobs to provide the key job benefits they desire.

(pp. 94, 95, 97, 102, 103)

d. Incentives/Barriers to Enlistment Among Non-Propensity Women

In order to increase the number and quality of women in the positive propensity pool even beyond the extent to which increased job awareness can do so, communications and recruitment activities can be used to highlight the benefits offered by the military which these women desire and to neutralize the barriers to enlistment among these women. Key benefits for non-propensity women include: equal pay and opportunities, developing your potential, getting the job you want, job security. Key barriers are: the length of the commitment required, the need to move away from home, the lack of personal privacy, the inability to choose the job you want, the possibility of being injured. The negative influence of parents among non-propensity women also needs to be addressed.

4. Positive Propensity by Region Under Different Conditions

There is relatively little geographic variation in the level of positive propensity to enlist. In fact, none of the 9 census regions of the country show a significant difference from national positive propensity levels under the three conditions evaluated: current perception, awareness of jobs, possibility of combat exposure.

(p. 105)

5. Job Interests

a. Classification of Military Jobs

Some differences exist in the way women classify jobs compared to the way the military has classified them. Examination of women's interest in 24 jobs found that women's interests formed eight job clusters: clerical, "creative", medical, librarian, chef/cook, technical, land surveyor, and blue collar/physical labor jobs. While most jobs viewed as non-traditional by the military are categorized by women into a single cluster of blue collar jobs, there are several jobs categorized as non-traditional by one or more services which women classify with traditional jobs.

(p. 107)

b. Level of Interest in Various Job Types

Among women eligible for NPS enlisted service, interest is most extensive in clerical jobs, "creative" jobs and medically related jobs (between 17% and 35% are "extremely/very" interested). Interest in other kinds of jobs, including most non-traditional jobs, is considerably lower and it is especially low for blue collar/physical labor jobs (7% or less are "extremely/very" interested).

(p.110)

c. Attitude Segmentation Based on Job Interests

There are 4 distinct segments of women, each having different sets of job interests, information about which the military can use in recruiting marketing and advertising. Key characteristics of these segments are highlighted below.*

(p.113)

. Segment A: Clerically Oriented/Office Women

They account for 31% of NPS eligible women and 35% of the original positive propensity group. These women are more interested than other women in traditional women's clerical jobs, in working indoors, and they are more likely to have had commercial/business training in high school. Their socio-economic level is lower than that of other NPS eligible women.

(p. 120)

. Segment B: Medically Inclined Women

They account for 18% of NPS eligible women and 28% of the original positive propensity group. These women are more interested than other women in medically related jobs traditionally held by women. They are also more likely than other women to have taken college preparatory courses and to have attended college.

(p. 129)

. Segment C: Glamour Seeking Women

They account for 17% of NPS eligible women and 17% of the original positive propensity group. They are more interested than other women in so-called glamorous jobs (e.g., photo-

*Approximately 25% of women in this sample were excluded from the segmentation analysis for technical reasons. They account for 7% of the positive propensity group. (See Technical Appendix for full discussion).

graphers). They tend to be outdoor oriented and show more concern than other women with being able to choose the type of work they want. They are more likely than others to come from higher socio-economic level households.

(p. 137)

. Segment D: Independent/Technically Oriented Women

They account for 9% of NPS eligible women and 13% of the original positive propensity group. These women are more interested than others in jobs that sound technical to them (e.g., computer technician, draftsman). Their high school grades are better than those for other women and they are more likely to come from households where the head had at least some higher education. They are less concerned than others about having to move away from home .

(p. 146)

6. Propensity to Enlist Among Women vs. Men

Women currently have less interest in joining the military than do men. A question similar to that used in the Fall, 1979 Youth Attitude Tracking Study revealed that positive propensity to enlist is significantly lower for women (8%) than for men (22%).

(p. 162)

While positive propensity women place greater emphasis than positive propensity men on such job benefits as getting the job you want, developing your potential and learning a valuable trade, both groups are equally desirous of other job benefits (e.g., job security, good income). In addition, both positive and non-propensity women are significantly less likely than their male counterparts to feel that many of the job attributes they desire are more attainable in civilian jobs.

(pp. 172, 175)

C. IMPLICATIONS

1. Relative to current goals for NPS female enlisted accessions, there is substantial opportunity for the military to more fully capitalize on the potential represented by women with positive enlistment propensity as suggested in the conclusions section of this summary.

- . Under current conditions, 3% of all NPS eligible women -- 440,000 women -- express high positive enlistment propensity.
- . Based on a measure similar to that used in the Fall, 1979 Youth Attitude Tracking Study, positive propensity to enlistment among women was about a third of that for men (8% for women vs. 22% for men).

However, in the fiscal year 1979, accession among women was about a sixth of that for men (42,050 women vs. 273,800 men). Assuming a comparable rate of accession for women as that for men if recruiting efforts for the two groups were made more comparable, this would suggest the possibility of doubling current accession levels for women, far exceeding the 1980 goal of 51,000 for the active forces.

2. In addition, there is an opportunity for the military to make further inroads among current non-propensity women -- including those high quality prospects of particular interest to the military.

Specific actions which the military can employ to realize this opportunity are as follows:

- a. Communications efforts which increase awareness and knowledge of the range of jobs available to women in the military.
 - . Increasing women's awareness of jobs available substantially increases the percentage of women expressing positive propensity to enlist (from 11% to 20%) even when women are additionally informed of the possibility of exposure to combat (15%).
- b. Beyond informing women of the range of service jobs available, communications, public relations and local recruiting efforts could be used to create greater recognition of the military with regard to providing important employment and career opportunities for women -- opportunities which NPS eligible women feel they currently have only limited access to in the civilian sector.

These efforts should be directed to both NPS eligible women as well as key influencers (e.g., parents) of their career decisions.

- . Make more salient the military as a full-time employment option. Non-propensity women do not feel full-time employment is now readily attainable in civilian life. And employment could pose increasing problems for women in this age range under adverse economic conditions in the future.
- . Make women more knowledgeable about the ability of the military to satisfy important career goals such as learning a trade or skill, equal pay and job security -- benefits which women do not strongly associate with civilian jobs.
 - Publicize the positive opportunities the military represents (e.g., use women who have developed a successful military career as role models for other women in their community).
- c. Use communications and support recruitment programs designed to overcome real or perceived barriers to enlistment. Where existing programs are not effectively addressing major barriers (e.g., the length of the commitment required) consideration should be given to developing new programs or policies.
 - . Create greater saliency of the individual branches of the military, including the distinctive requirements and benefits offered by each. Some of the negatives women associate with the military (e.g., having to move away from home) do not apply to the same extent to individual branches such as the National Guard or Reserves.
 - . Create greater awareness of military programs which offer the kinds of advantages that could overcome or possibly offset concerns women express.
 - Delayed Entry Program -- provides women with control over when they enter the military and the kind of assignment they receive.
 - Programs such as the Veterans Educational Assistance Program and advanced training at technical schools offer the potential for women to receive the kind of education and training opportunities that may minimize the impact of current barriers to enlistment.
 - . Keep local recruiters informed of potential barriers to military enlistment and make available and encourage the use of materials which specifically discuss and answer women's questions about these issues.
 - . Attack misconceptions which may incorrectly be serving as barriers (e.g., the belief one has no choice in the type of work one does).

3. There are few regional differences in levels of positive propensity to enlist, suggesting the feasibility of a common nationally-based communications effort.
4. There may be an opportunity to combine communications programs directed to men and women. Sufficient commonalities exist with regard to career opportunities men and women both desire and associate with the military to consider the development of combined communications efforts in the future.
5. Interest in non-traditional blue collar/physical labor jobs is limited, suggesting that more knowledge in and of itself will not necessarily attract more women into these jobs. However, it may be possible to increase women's interest in these jobs as a way for them to realize important career desires, including preparing women for jobs that are becoming accessible to females in civilian life.
6. Knowledge of the existence of different segments of women based on distinctive job interests can be used by the military in communications and recruitment activities.

- . In line with the military's need to attract women into different kinds of jobs, there is an opportunity to use this information in communications creative efforts.

- Women doing different jobs can be depicted or featured in recruitment communications in a way that capitalizes on our understanding of different kinds of women and which maximizes the extent to which potential enlistees are able to identify with them

- . Recruiters can employ more effective screening procedures to quickly classify prospects in terms of job interests and use appeals that are most relevant to them.

7. The timing of communications about the military should take into account the age at which prospects are most likely to make enlistment decisions. The fact that close to half of current positive propensity women are 16-17 years of age -- suggests the need to reach these women before they have made the kinds of family, employment and educational commitments, which preclude or diminish the likelihood of their joining the military.

PREFACE

This study is reported in two volumes:

- . Volume I, which reports the background, purpose and results of this research project
- . Technical Appendix, which details the methodological approach employed and analyses of the data conducted to address the stated purpose of this study

The first volume of the report consists of four basic sections: an Executive Summary which summarizes the conclusions and implications drawn from this study and the key findings on which they are based, the Introduction which reviews the background of this study, specifies its stated purpose and outlines the required research objectives to address this purpose, the Methodology which briefly presents an overview of the study design, sampling plan, and interviewing procedures, and the Findings section which discusses detailed findings from this study resulting from the analysis of the data on propensity to enlist under current perceptions of the military and propensity for enlistment under the two alternative conditions studied.

I. INTRODUCTION

A. BACKGROUND

The viability of all volunteer military services is currently being debated. This debate is due in part to the current difficulties in recruiting sufficient numbers of qualified young men and in part to the declining birth rate which will affect the number of male prospects available throughout the 1980's.

One possible way to alleviate this potential shortage of qualified male volunteers would be to increase the number of female enlisted personnel in the Armed Services. To date, the military has had little difficulty in filling its requirements for women for those jobs which various branches of the military classify as "traditional" women's jobs (e.g., clerical workers). However, in order for the military to increase its utilization of women in the Armed Services it will have to increase the number of women filling jobs now seen by various branches of the military as "non-traditional" jobs for women.

To date, the data base concerning the size and characteristics of the potential pool of women 16-25 eligible for Non-Prior Service (NPS) enlisted service is limited. It affords little insight into these new issues concerning the potential for expanding the role of women in the military.

B. PURPOSE

The specific purposes of this study are as follows:

- . To assess the size of the potential pool of NPS eligible women 16-25 years of age who have a positive propensity to volunteer for the Armed Services given women's current perception of the jobs and opportunities available to women in the services. This research will further determine how this current positive propensity group of women compares to other women of the same age in terms of demographics, personality/lifestyle characteristics, and attitudes.
- . To compare the size of the pool of women 16 - 25 years old who have positive propensity to volunteer for the Armed Services under three options:
 - current perceptions
 - awareness of job opportunities (including those considered traditional and non-traditional for women)
 - awareness of corresponding increased possibility of combat exposure under these broader job conditions.
- . To compare positive propensity women under each of the three conditions evaluated.
- . To determine whether an opportunity exists to increase the size of the positive propensity pool through "non-traditional" job opportunities.

C. RESEARCH OBJECTIVES

To address the main purposes for the study stated above, the following specific research objectives were established:

- . Women's Eligibility and Motivation to Enlist in the Military
 - How many women 16 - 25 years old are eligible for NPS enlisted military service?
 - What proportion of NPS eligible women, based on current perception of the military, have a positive propensity to enlist in the military and how do they differ from non-propensity women?

- What proportion of NPS eligible women have a positive propensity to enlist in the military under each of two other conditions:
 - ... after being made aware of jobs available to women in enlisted service
 - ... also being made aware of possible future combat involvement
- And how do women who have a positive propensity to enlist under each of these conditions differ from each other?
- How does enlistment propensity differ under different conditions and by census region?

. Women's Job Interests

- How does the way women classify jobs compare with the military's classification of jobs, e.g., traditional and non-traditional job clusters?
- How interested are women in various specific job types?
- Are there different segments of women with different sets of jobs interests, and, if so, how are these segments best characterized?

. Women vs. Men

- How do women and men eligible for NPS enlisted service compare in terms of positive propensity to enlist in the military and other enlistment related attitudes?

The Findings section of this report separately addresses each objective in the above sequence.

II. METHODOLOGY*

A. THE SAMPLE

The data discussed in this report are based on a national probability sample of households having one or more women 16-25 years of age meeting NPS enlistment requirements.

The sample was selected by using a random digit dial technique among a national probability sample of telephone households. Using this sampling procedure, 15,243 households were contacted to determine:

- . if the household had one or more women 16 to 25 years of age
- . if these women met the eligibility requirements for NPS enlisted service

The sample included women who temporarily live away from home, such as those living in a college dormitory.

The sample consisted of 1600 respondents screened as:

- . 16-25 years of age
- . No more than two years of college education
- . Not single parents of dependent children
- . No prior military service

* See Technical Appendix for a comprehensive description of the sampling procedure and statistical analyses conducted as part of this study.

In addition, a total of 248 supplementary interviews were conducted in four of the nine U.S. regions (New England, West North Central, East South Central and Mountain). These supplementary interviews were obtained using the same random probability screening procedures used in the national sample. However, they were only included in analyses of propensity to enlist by region.

B. INTERVIEWING PROCEDURES

The data were collected through a telephone interview using a central WATS line facility.

Interviewing was conducted during November and December of 1979.

C. QUESTIONNAIRE DESIGN

It should be noted that several questions in this study were designed to conform to the Market Facts Fall, 1979 Youth Attitude Tracking Study so that comparisons could be made between women and men concerning

- . propensity to enlist and
- . discussion with influencers and
- . contact with the military recruiting establishment

III. FINDINGS

A. NUMBER OF WOMEN ELIGIBLE FOR NPS ENLISTED SERVICE

Among the 20,150,000 women in the United States who are 16-25 years old, about three fourths -- 15,314,000 of these women -- are eligible for NPS enlisted service. These are women 16-25 years of age who have:

- . Never served in the military
- . Are not single parents of dependent children
- . Do not have more than two years of college

(See Table 1)

About one-fourth -- 4,836,000 16-25 year old women -- are not eligible for NPS enlisted service for one or more of the following reasons:

- . Approximately 20% of 16-25 year old women do not qualify for NPS enlisted service because they have more than two years of college education
- . A small proportion -- 6% of 16-25 year old women -- do not qualify because they are single parents of dependent children
- . And about 1% of 16-25 year old women are not eligible for NPS enlisted service since they are now serving or have previously served in the military.

(See Table 2)

B. DEFINITION OF POSITIVE PROPENSITY GROUPS

Based on a six point scale, women were asked what their likelihood to enlist in the military would be under three different conditions.

These conditions are:

1. Based upon their current perception of the military
2. After being made aware of the broad range of jobs now available to women in the military
3. After being informed that women may, in the future, be eligible to enlist for positions that could potentially expose them to combat

Women in this study were considered to have positive propensity if they answered "Extremely", "Very", or "Somewhat" likely to enlist in the military services after reading a statement describing each condition listed above. Positive propensity groups consist of two sub-groups:

. High Positive Propensity Women:

Women were considered to have high positive propensity if they said they would be "Extremely" or "Very" likely to enlist after being read the statement describing one of the above conditions. This is the measure that will be used for market estimates.*

. Moderate Positive Propensity Women:

Women were considered to have moderate positive propensity if they said they were "Somewhat" likely to enlist after being read the statement describing one of the above conditions.

Throughout this report, the terms 'positive propensity women' or 'positive propensity group' refer to women in this study who have either high or moderate positive propensity to enlist in the military.

Women were considered to be non-propensity women if they said they were "Slightly", "Not too", or "Not at all" likely to enlist in the military under each condition.

* This procedure was agreed upon based on discussions with DOD personnel and consultants. Furthermore, this was also the procedure used in previous research conducted by Grey for the military.

TABLE 1

INCIDENCE OF WOMEN 16 - 25
AMONG ALL U.S. FEMALES

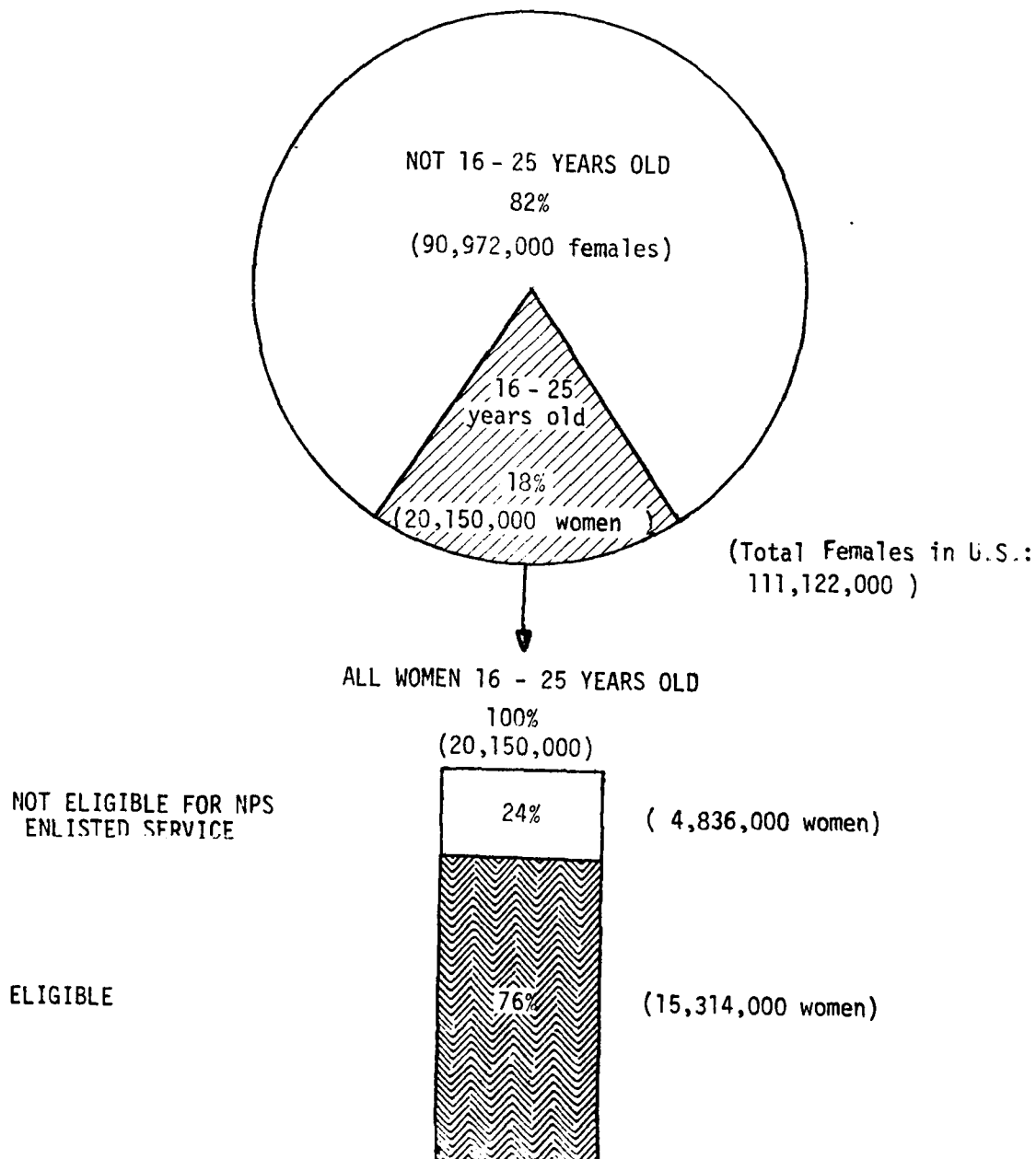


TABLE 2

INCIDENCE OF U.S. WOMEN 16 - 25 YEARS OLD
ELIGIBLE FOR NPS ENLISTED SERVICE

<p>ALL WOMEN 16 - 25 YEARS OLD</p> <p>100%</p> <p>(20,150,000)</p>	
<p>NEVER IN THE MILITARY</p> <p>99%</p> <p>(19,974,000)</p>	<p>1% SERVING/SERVED IN THE MILITARY</p>
<p>NOT SINGLE PARENT OF DEPENDENT CHILDREN</p> <p>94%</p> <p>(18,941,000)</p>	<p>6% AND/OR SINGLE PARENT OF DEPENDENT CHILDREN</p>
<p>NO MORE THAN TWO YEARS OF COLLEGE</p> <p>80%</p> <p>(16,120,000)</p>	<p>20% AND/OR MORE THAN TWO YEARS OF COLLEGE</p>
<p>ELIGIBLE FOR NPS ENLISTMENT</p> <p>76%</p> <p>(15,314,000)</p>	<p>24% (NET) NOT ELIGIBLE FOR ONE OR MORE OF ABOVE REASONS</p>

C. CURRENT POSITIVE PROPENSITY GROUP

Young women in the sample were read the following statement in order to determine which women have a positive propensity to enlist in the military based upon their current knowledge and perception of the military.

"Now, as I said before, we are interested in evaluating future occupational programs for the Federal Government. I'd like to talk to you about programs in the military services, that is, the Army, Navy, Marine Corps, or Air Force. Base your answers on anything you may have seen or heard about women in the military services."

"Using the phrases "Extremely", "Very", "Somewhat", "Slightly", "Not too", "Not at all", please tell me how likely you would be to enlist in one of the military services for a period of time within the next two years."

1. Size of Current Positive Propensity Group

Based on women's current perceptions of the military, 11% of women 16-25 years of age eligible for NPS enlisted service have a positive propensity to enlist.

- . 3% of those eligible or 444,000 women have a high positive propensity to enlist ("Extremely"/"Very" likely).
- . 8% of those eligible expressed a moderate positive propensity to enlist ("Somewhat" likely).

(See Table 3).

A second measure of propensity to enlist was included in this study, comparable to the one used in the Fall, 1979 Youth Attitude Tracking Study conducted by Market Facts for the Department of Defense, for the purpose of comparing women's and men's propensity to enlist.*

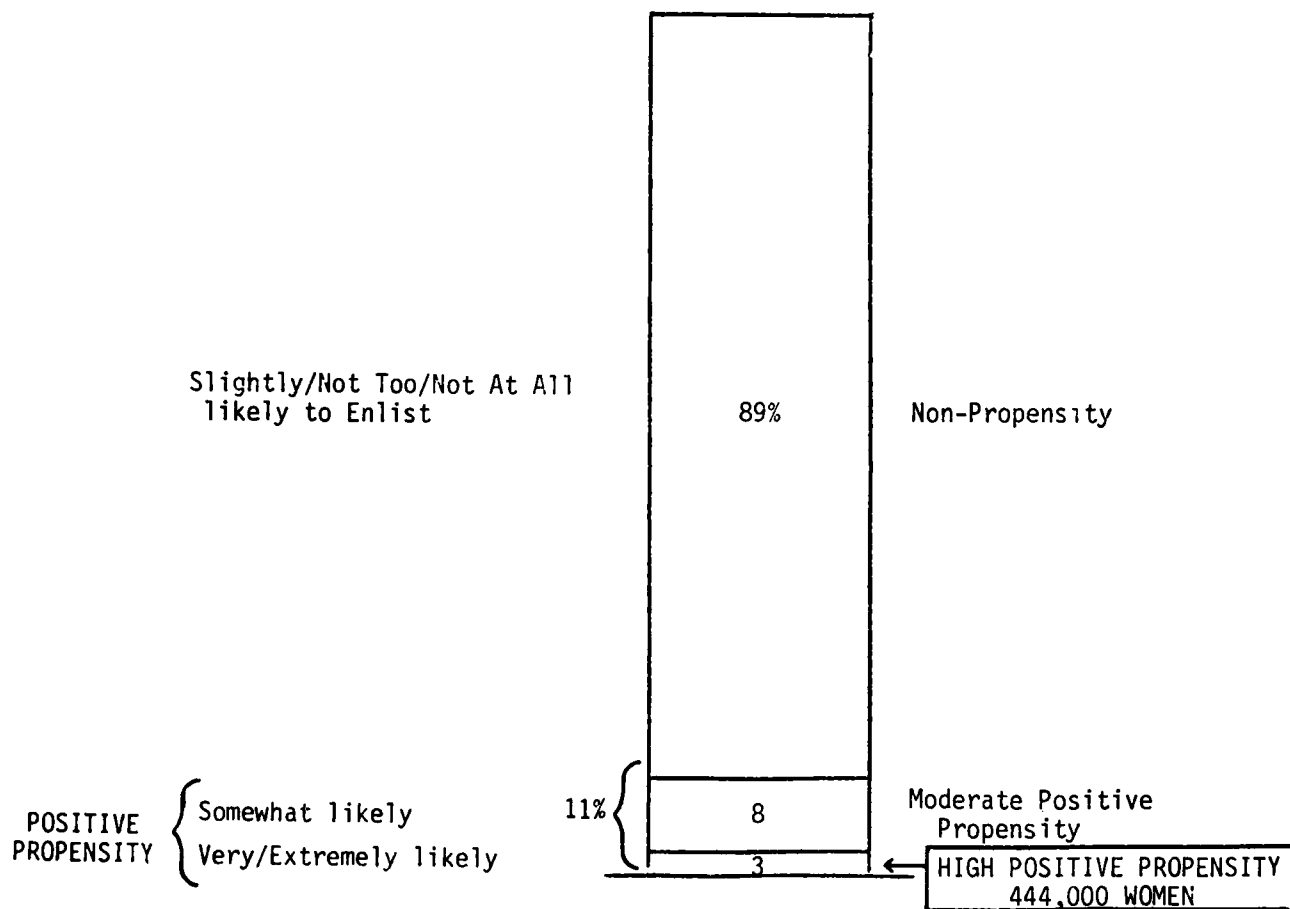
* See Section on Women Vs. Men, page 159

TABLE 3

SIZE OF CURRENT POSITIVE PROPENSITY GROUP

(Base: Women Eligible For NPS Enlisted Service 15,314,000)

CURRENT PROPENSITY TO ENLIST



On this measure, positive propensity to enlist in the military (% saying they "Definitely/Probably" would serve in the Armed Services on a four point scale) among women was about a third of that for men (8% for women vs. 22% for men). That is, the ratio was about 1 to 3.

However in fiscal year 1979, accession among women was only about a sixth of that for men (42,050 women vs. 273,800 men)*. While no direct conclusions or projections can be made from the present survey data concerning potential accession levels for women under similar recruiting and communications efforts as those currently in place for men, this study suggests that the pool of available women would be more than ample to meet the military's 1980 accession goal of 51,000 women for the active forces. Further, these findings suggest that there might even be the opportunity to increase women's accession levels from their current 1 to 6 relationship to men to more closely approximate the 1 to 3 ratio observed in the present research (i.e., the possibility of doubling current accession levels).

2. Propensity to Enlist in Specific Military Branches

Women in this study who indicated a high positive propensity to enlist were also asked how likely they would be to enlist in specific branches of the service. Many of these women expressed interest in enlisting in more than one branch of the military, suggesting that military career decisions for women (like men) may fall into two stages: the first centering on thinking in terms of joining the military and the second in terms of joining a specific branch of the services.

* Source: AOSD Report, October, 1979

The findings indicate the following levels of high positive propensity to enlist in specific branches of the service among NPS eligible women:

- . 1.6% or 245,000 indicated a high positive propensity to enlist in the Air Force, making it the most frequent choice of women.
- . 1.5% or 230,000 indicate a high positive propensity to enlist in the Navy.
- . 1% or 153,000 indicated a high positive propensity to enlist in the Army.
- . 0.8% or 123,000 indicated a high positive propensity to enlist in the Marine Corps, making this the least frequent choice.

(See Table 4)

3. Profile of Current Positive Propensity Group Vs. The Non-Propensity Group

a. Demographic Profile

Compared to non-propensity women, current positive propensity women are:

- . younger -- more likely to be 16 or 17 years old, and twice as likely to still be in high school.
- . less likely to have family or employment commitments
 - less likely to be married and
 - more unsure of future marriage plans
 - less likely to have dependent children
 - less likely to be employed full-time

(See Table 5)

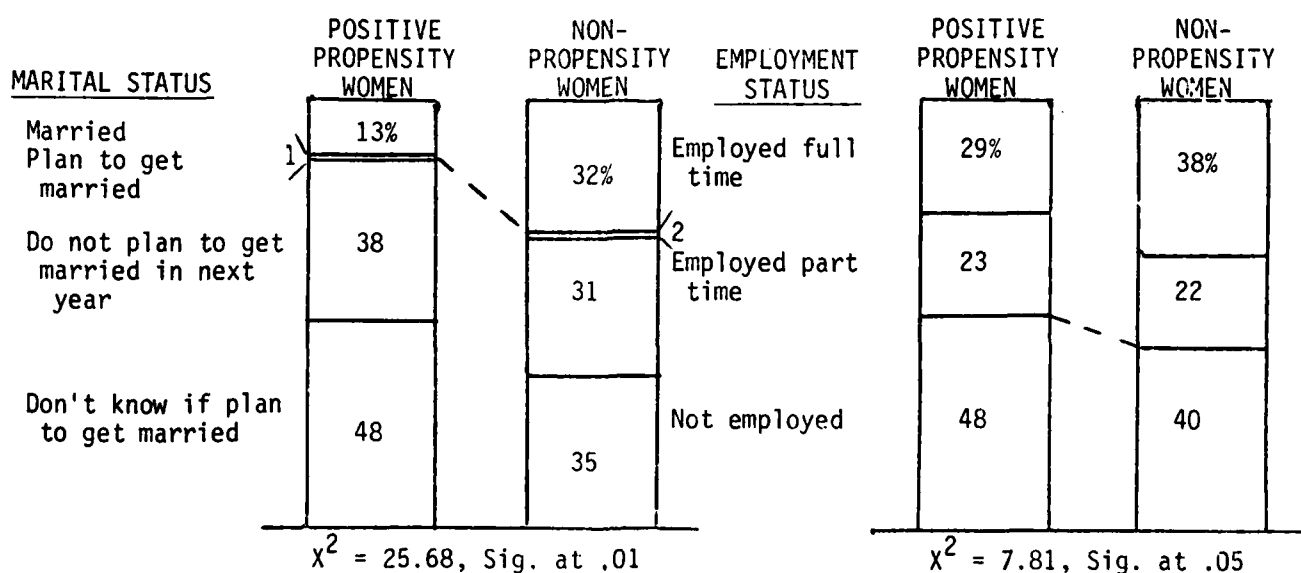
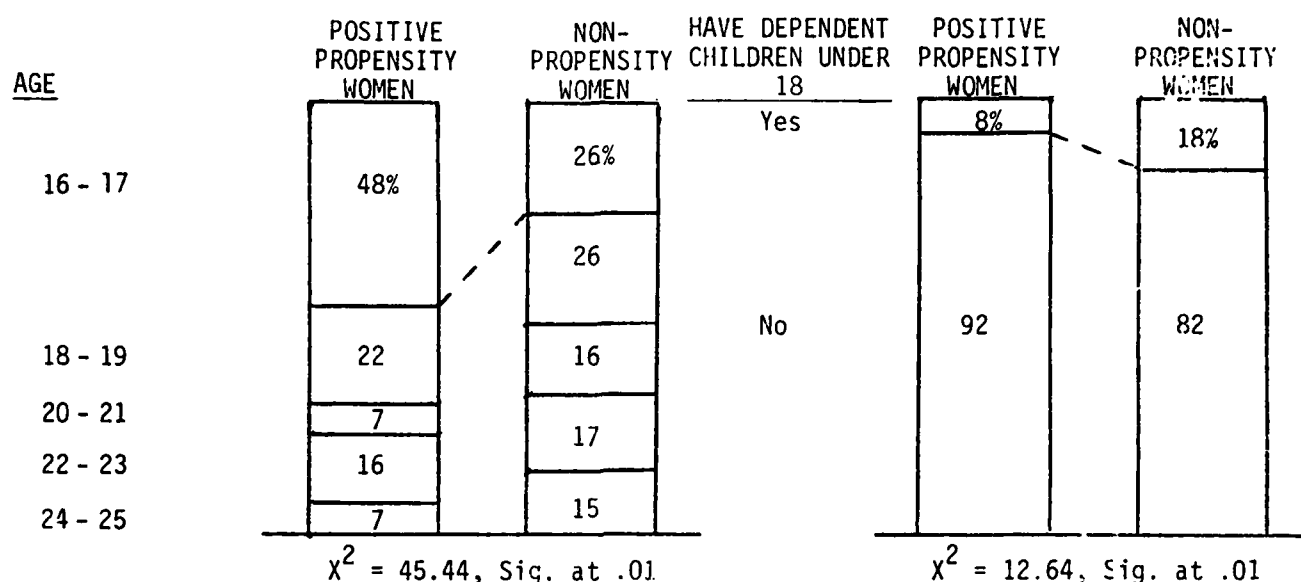
TABLE 4
HIGH POSITIVE PROPENSITY TO ENLIST IN SPECIFIC BRANCHES
OF THE MILITARY

(Base: Total Sample)

	NPS ELIGIBLE WOMEN %	PROJECTED NUMBER #
<u>HIGH POSITIVE PROPENSITY TO ENLIST IN THE MILITARY</u>	<u>2.9*</u>	<u>444,000*</u>
<u>Branch</u>		
Air Force	1.6	245,000
Navy	1.5	230,000
Army	1.0	153,000
Marines	0.8	123,000
Sample base:	(1600)	
Census base:		(15,314,000)

*Column adds to more than this figure because many of these women indicate a high positive propensity to enlist in more than one branch.

TABLE 5
INDIVIDUAL DEMOGRAPHICS
- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(Base: Total In Each Group)



Base:

(181)

(1419)

(181)

(1419)

(CONTINUED)

Since the active duty military forces often require enlisted personnel to move away from their current area of residence and to separate from their families, it is not surprising to find that compared to non-propensity women, the current positive propensity group is younger and less likely to have family or employment commitments.

Although the majority of current positive propensity women, like non-propensity women are white, a greater proportion of this positive group are;

- . from minority groups

- more likely to be Black, Hispanic or another minority

(See Table 6)

They are also more likely to be:

- . from lower socioeconomic backgrounds

- more often from households with lower annual incomes
- more often from households where the occupation of the head of the house is lower status, lower paying and the head is less likely to have any college education

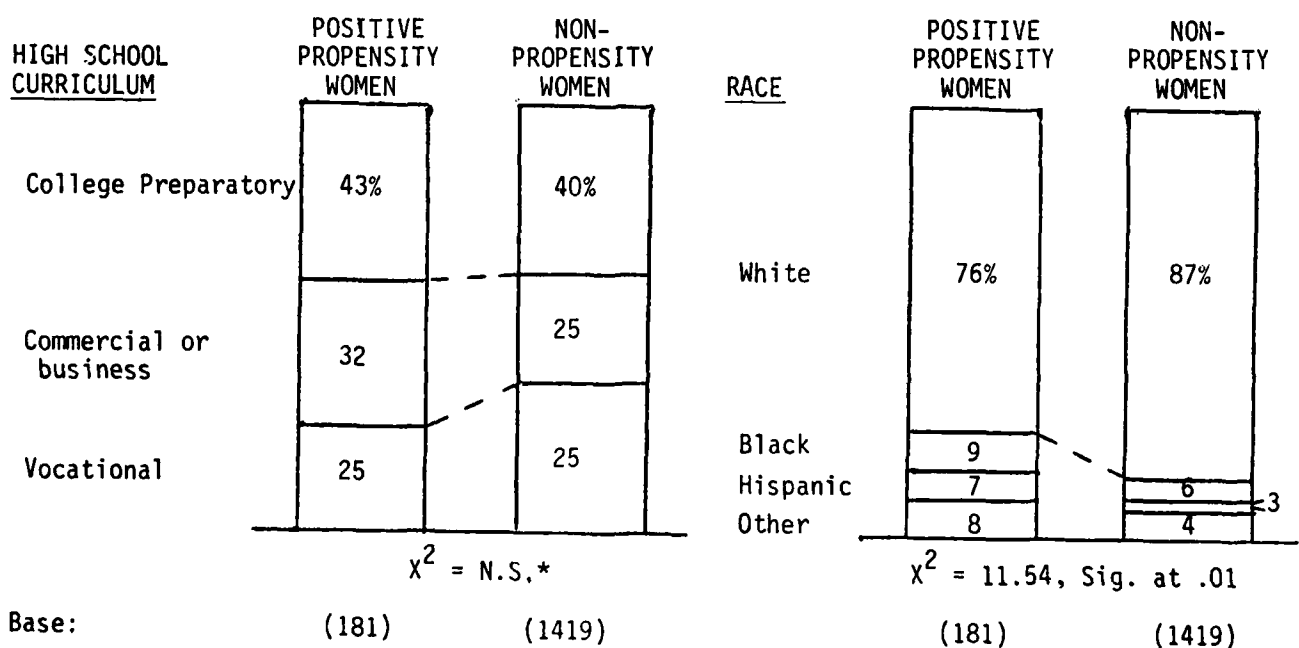
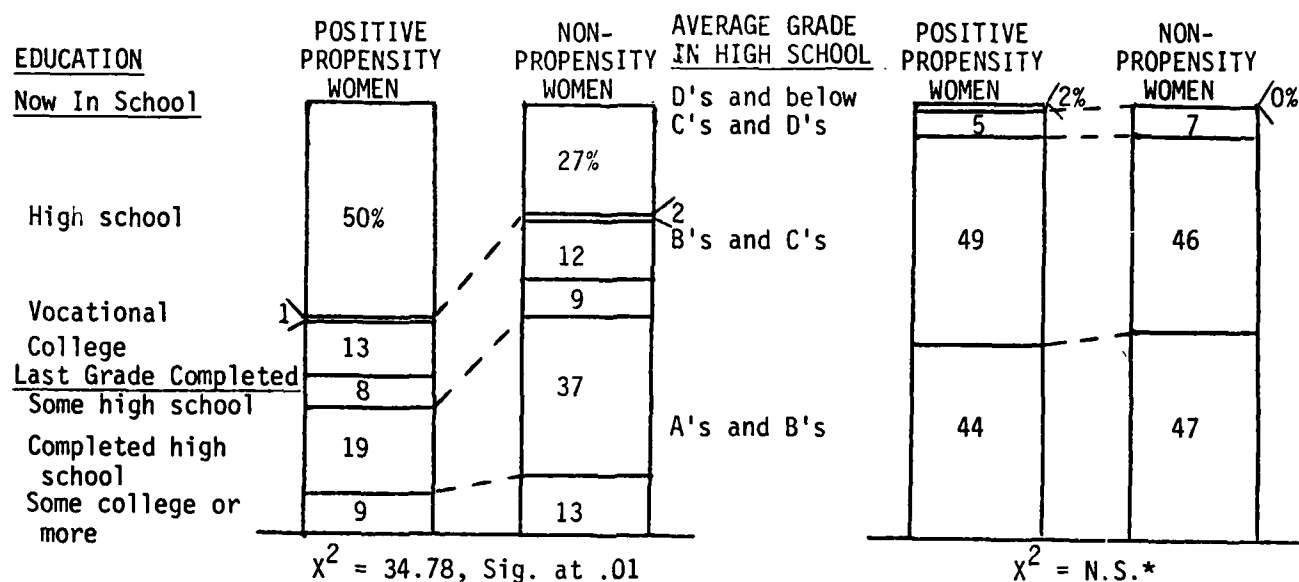
(See Table 7)

Research conducted for the Department of Defense* has suggested that, for some young people, serving in the military is seen as a stepping stone to a higher status, higher paying civilian job.

* Youth Attitude Tracking Study, Fall, 1979, Market Facts, Inc.

TABLE 6
INDIVIDUAL DEMOGRAPHICS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(CONTINUED)

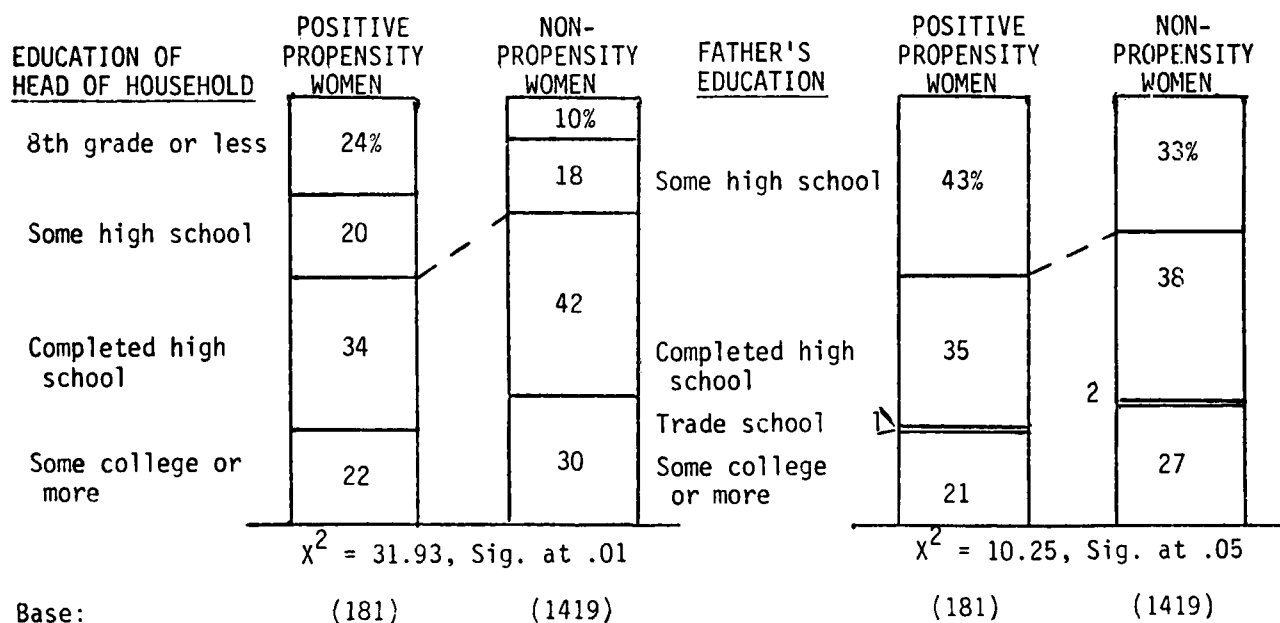
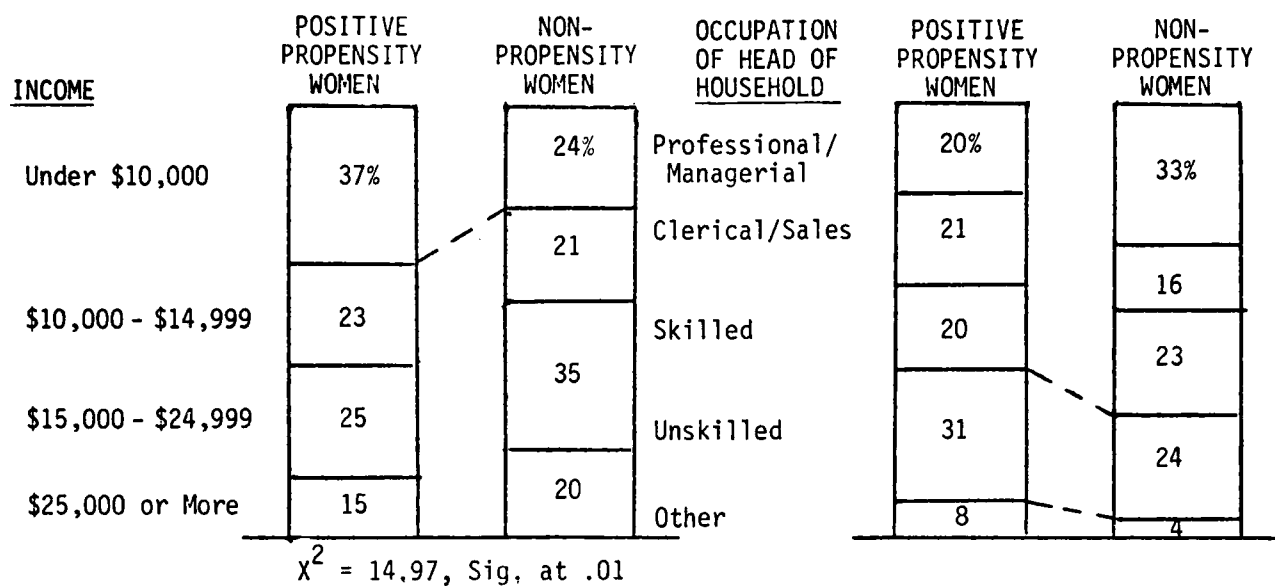


*N.S. = Not Significant at .05 or .01 level.

TABLE 7
HOUSEHOLD DEMOGRAPHICS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)



(CONTINUED)

For others, it is a way of obtaining a better job than they could get in the civilian sector. In light of this, it is not surprising to find that compared to non-propensity women, the current positive propensity group is more likely to consist of minorities and women from lower socioeconomic status households. These women may believe that the military can either provide a desirable job or the training required to advance outside the military.

In most regions of the country the proportions of positive and non-propensity women are similar.

(See Table 8)

Physically, both groups of women are similar in terms of weight, although the current positive propensity group tends to be somewhat taller, that is 5'5" - 5'6".

(See Table 9)

The two groups of women are very similar in terms of academic characteristics such as:

- . High school curriculum taken
- . High school grades achieved
- . Math/Science courses taken and passed

(See Table 10)

Communications/recruiting efforts directed at increasing female accessions should take into account the characteristics noted above.

TABLE 8

HOUSEHOLD DEMOGRAPHICS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

<u>CENSUS REGION OF COUNTRY</u>	POSITIVE PROPENSITY WOMEN	NON- PROPENSITY WOMEN
New England	13%	6%
Middle Atlantic	15	16
East North Central	22	21
West North Central	22	8
South Atlantic	16	16
East South Central	8	6
West South Central	12	10
Mountain	5	5
Pacific	7	12
Base:	(181)	(1419)

$\chi^2 = \text{N.S.}^*$

*N.S. = Not Significant at .05 or .01 level.

TABLE 9
INDIVIDUAL DEMOGRAPHICS
- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(CONTINUED)

HEIGHT	POSITIVE PROPENSITY WOMEN	NON- PROPENSITY WOMEN	WEIGHT	POSITIVE PROPENSITY WOMEN	NON- PROPENSITY WOMEN
4'5" - 5'2"	15%	23%	80 - 114 lbs.	25%	27%
5'3" - 5'4"	28	29	115 - 124	23	25
5'5" - 5'6"	38	24	125 - 135	28	26
5'7" and over	19	24	135 and over	24	22
$\chi^2 = 17.41, \text{Sig. at } .01$			$\chi^2 = \text{N.S.}^*$		

Base: (181) (1419) (181) (1419)

*N.S. = Not Significant at .05 or .01 level.

TABLE 10

INDIVIDUAL DEMOGRAPHICS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(CONTINUED)

(Base: Total In Each Group)

<u>COURSES HAVE TAKEN AND PASSED</u>	<u>POSITIVE PROPENSITY WOMEN %</u>	<u>NON- PROPENSITY WOMEN %</u>	<u>DIFFERENCE % pts.</u>
<u>Math Courses</u>			
Elementary algebra	69	72	- 3
Plane geometry	42	49	- 7
Intermediate algebra	42	49	- 7
Trigonometry	16	16	+ 0
None of these	18	14	+ 4
Science courses with electricity/ electronics	31	28	+ 3

Base: (181) (1419)

Multiple Response

NOTE: Difference needed for statistical significance at the .05 level is 7.4

b. Personality/Lifestyle Profile

The personality/lifestyle descriptions of positive propensity and non-propensity women in this report were prepared with the aid of a consulting psychologist. These descriptions are based upon information derived from a series of personality/lifestyle ratings obtained from all respondents in the study.

The specific characteristics and phrases contained in each measure include:

<u>PERSONALITY/LIFESTYLE CHARACTERISTICS</u>	<u>PHRASES RATED</u>
. ENJOY A CHALLENGE	- I enjoy doing things which challenge me.
. MANUALLY INCLINED	- I prefer a job that involves working with my hands.
. DESIRE FOR EXCITEMENT AND ADVENTURE	- I enjoy a little excitement and danger at times. - I prefer a quiet, secure life to an adventurous one.
. ENJOYMENT OF PHYSICAL ACTIVITIES	- I enjoy doing things that involve quite a bit of physical exercise. - I would rather do physical work than mental work.
. DESIRE FOR SEDENTARY/ NON-SEDENTARY LIFE	- I like the type of work which keeps me constantly on the move.
. TOLERANCE FOR GETTING DIRTY	- I don't mind working at a job where you get dirty or messy.
. OUTDOOR/INDOOR ORIENTATION	- I don't mind being outside in all kinds of weather. - I like to work indoors rather than outdoors

PERSONALITY/LIFESTYLE
CHARACTERISTICS

PHRASES RATED

- | | |
|---------------------------|--|
| . MECHANICAL INCLINATION | - I like to take things apart and see how they work. |
| . RESISTANCE TO AUTHORITY | - I don't like to be told what to do. |
| . OFFICE JOB ORIENTATION | - I would find it difficult to work in an office |

Young women with positive propensity to enlist in the military have very different personality/lifestyle characteristics from women who have little or no interest in a military career. While the majority of both current positive propensity and non-propensity women say they enjoy doing things that challenge them, the former group is significantly more likely to:

- seek out a more active, outdoor lifestyle
 - .. preferring an exciting life to a quiet life
 - .. desiring a non-sedentary life
 - .. having an outdoor orientation
- enjoy physical activities and work, including those which include getting dirty
- be more mechanically oriented
- be less resistant to authority

(See Table 11)

These data would suggest that current positive propensity women to a greater extent than non-propensity women are better suited to many aspects of military life. However, among the non-propensity group there are very likely to be many women who would have no difficulty adapting to the military were they to decide on such a career.

TABLE 11
PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(BASE: Total In Each Group)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
% SAYING EXACTLY/VERY MUCH LIKE ME			
I enjoy doing things which challenge me	81	76	+ 5
I like the type of work which would keep me constantly on the move	74	64	+10
I prefer a job that involves working with my hands	63	55	+ 8
I enjoy a little excitement and danger at times	60	38	+22
I enjoy doing things that involve quite a bit of physical exercise	59	49	+10
I don't mind working at a job where you get dirty or messy	55	44	+11
I would rather do physical work than mental work	44	30	+14
I don't mind being outside in all kinds of weather	42	28	+14
I like to take things apart to see how they work	38	21	+17
I like to work indoors rather than outdoors	31	38	- 7
I don't like to be told what to do	31	47	-16
I would find it difficult to work in an office	28	28	± 0
I prefer a quiet, secure life to an adventurous one	20	30	-10

Base:

(181)

(1419)

Significantly different at .05

Significantly different at .01

Q. 11. I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

c. Perception of Employment Situation

Recent studies for the military have suggested that when a young person is able to find satisfactory employment in the civilian sector, he or she may be less inclined to enlist in the military.* Therefore, women in this study were asked how difficult it is for someone their age, in their area, to obtain a full-time or part-time job. Table 12 shows that a higher proportion of current positive propensity women than non-propensity women feel it is "Very Difficult" or "Almost Impossible" to get a full-time job (35% vs. 26%). And, only 20% of current positive propensity women say it is "Not At All Difficult" to find a full-time job in the area where they live. To some extent, this difference is also reflective of the fact that a larger proportion of current positive propensity women are still in high school and are less likely than non-propensity women to hold a full-time job at present.

Both current positive propensity and non-propensity women feel it is easier to find a part-time job than a full-time job, and similar proportions of both groups say that part-time jobs are not that difficult to find in the areas where they live.

(See Table 12)

It might also be noted here that the data for this study were collected at a time when the economy was in better shape. Since then, however, the country has experienced a sharp rise in unemployment and expectations are that the job market for youth will

* Youth Attitude Tracking Study, Fall, 1979, Market Facts, Inc.

show a negative trend, at least for the near-term future. This change in the civilian job market could very well work to increase young women's positive propensity to enlist.

d. Plans for the Next Few Years

A significantly higher proportion of current positive propensity women than non-propensity women plan to be in school during the next few years (62% vs. 47%).

As shown in Table 13, a majority of women in both groups plan to work during the next few years, and many apparently plan to both work and go to school. The majority of those in both groups who plan to work appear to be career-oriented; however, a larger proportion of current positive propensity women than non-propensity women say they think of work as a career.

(See Table 14)

Importantly, 5% of current positive propensity women say -- on an unaided basis -- that they may join the military in the next few years. In contrast, fewer than 0.5% of the non-propensity women mentioned the possibility of enlisting.

(See Table 13)

TABLE 12
YOUNG WOMEN'S PERCEPTION OF DIFFICULTY IN FINDING JOB
IN AREA WHERE THEY LIVE

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY WOMEN	NON- PROPENSITY WOMEN
<u>FULL TIME JOB</u>		
Not At All Difficult	20%	25%
Somewhat Difficult	45	49
Very Difficult	23	17
Almost Impossible	12	9
	35%	26%
	$\chi^2 = N.S.*$	

<u>PART TIME JOB</u>	POSITIVE PROPENSITY WOMEN	NON-PROPENSITY WOMEN
Not At All Difficult	52	50
Somewhat Difficult	32	37
Very Difficult	11	9
Almost Impossible	5	4
	16%	13%
	$\chi^2 = N.S.*$	

Base:

(181)

(1419)

Q. 2d. (ASK EVERYONE)

How easy or difficult is it for someone of your age to get a full-time job in your area? Would you say it is almost impossible, very difficult, somewhat difficult, or not at all difficult?

Q. 2e. How about getting a part-time job -- would you say it is almost impossible, very difficult, somewhat difficult, or not at all difficult?

*N.S. = Not Significant at .05 or .01 level.

TABLE 13

PLANS FOR NEXT FEW YEARS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

PLANS FOR NEXT FEW YEARS	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
Going to School	62	47	+15
Working	58	62	-4
Joining the military	563%	* 62%	+5
<u>Branch</u>			
Air Force	2	-	+2
Army	2	-	+2
Navy	*	-	-
Marine Corps	-	-	-
Air Force Reserves	1	+	+1
Doing nothing	-	1	-1
Getting married	5	7	-2
Being a housewife	4	15	-11
Don't know/No answer	1	2	-1

Base: (181) (1419)

* Less than 0.5%

Multiple Response

☐ Significantly different at .01

Q. 2a. Now, let's talk about your plans for the next few years. What do you think you might be doing? (DO NOT READ LIST).

Q. 2c. (ASK IF "JOINING THE MILITARY SERVICE" IN Q. 2a)
You mentioned that you might be joining the service. Which branch would that be?

TABLE 14

THINK OF WORK AS A "JOB" OR "CAREER"

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	<u>POSITIVE PROPENSITY WOMEN</u>	<u>NON- PROPENSITY WOMEN</u>	<u>DIFFERENCE</u> % pts.
<u>THOSE WHO PLAN ON WORKING/JOINING THE MILITARY SERVICE</u>	<u>63% = 100%</u>	<u>62% = 100%</u>	+ 1
Think of Work as:			
Job (to make money)	26	37	-11
Career	70	61	+ 9
Don't know	4	2	+ 2
	(114)	(880)	

○ Significantly different at .05
□ Significantly different at .01

Q. 2b. (ASK IF "WORKING/JOINING THE MILITARY SERVICE" IN Q. 2a)
 Do you think of the work you might be doing in the next few years as just
 a job to make money or as part of a career?

e. Job Interests

Respondents in this study were asked to express their interest in twenty-four jobs*, all of which are currently available to women in the military who do not have a college degree.

Table 15 shows that for practically every job listed there is greater interest among current positive propensity women than among non-propensity women. Specifically, the current positive propensity group is more interested in:

- . Clerical jobs such as legal secretary
- . Creative jobs such as personnel counselor
- . Medically related jobs such as nurse
- . Technical jobs such as air traffic controller

(See Table 15)

While there is moderate interest among current positive propensity women in one class of "non-traditional" jobs, i.e., technical jobs, interest in blue collar/physical labor jobs is extremely low -- both among current positive propensity women and non-propensity women.

The fact that women are not particularly interested in jobs that are typically associated with masculine roles is not surprising. Studies on the role of women in American society show that stereotyped patterns, vis a vis various jobs, persist. For example, a 1976 Gallup Poll found that both men and women agreed that men were

* See Section on Young Women's Job Interests for an explanation of how jobs were grouped and how job clusters/dimensions were developed.

TABLE 15

YOUNG WOMEN'S INTEREST IN SPECIFIC JOBS

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/ VERY INTERESTED</u>	<u>POSITIVE PROPENSITY WOMEN %</u>	<u>NON - PROPENSITY WOMEN %</u>	<u>DIFFERENCE % pts.</u>
<u>Clerical/detail oriented jobs</u>			
Legal secretary	44	30	+14
Computer technician	40	28	+12
Clerk-typist/Secretary	36	35	+ 1
Accountant	31	24	+ 7
<u>Creative jobs</u>			
Personnel counselor	43	29	+14
Photographer	38	33	+ 5
Newspaper reporter	28	19	+ 9
<u>Medically related</u>			
Nurse	34	24	+10
X-ray technician	33	15	+18
Dental assistant	22	18	+ 4
<u>Technical jobs</u>			
Air-traffic controller	25	7	+18
Radio operator	20	10	+10
Draftsman	16	8	+ 8
<u>Librarian</u>	19	11	+ 8

(CONTINUED)

TABLE 15

YOUNG WOMEN'S INTEREST IN SPECIFIC JOBS
- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(CONTINUED)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
<u>Chef/Cook</u>	13	10	+ 3
<u>Land surveyor</u>	11	6	+ 5
<u>Blue collar/physical labor jobs</u>			
Truck driver	10	6	+ 4
Security guard	9	3	+ 6
Carpenter	9	4	+ 5
Fire fighter	8	4	+ 4
Mechanic	7	7	± 0
Telephone repairperson	6	.5	+ 1
Brick layer	2	2	± 0
Cargo loader	1	-	+ 1
Base:	(181)	(1419)	

- Significant at .05
□ Significant at .01

NOTE: Explanation of how factors were developed can be found on p. 106

Q. 4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be extremely, very, slightly, or not at all interested in working as a . . .
(READ STATEMENT).

better suited for a job like auto mechanic and that women were better suited for a job such as nurse.

f. Perception of Jobs Currently Available to Women

Young women in both groups generally perceive that most of the jobs they rated are open to both men and women in the military. However, as Table 16 shows, there are some jobs which quite a few women believe are restricted to men. This is particularly true with regard to the various blue collar jobs in which women have little interest at present.

It is possible, as later data suggest, that the perceptions of many women that such jobs are not open to them, either in the military or in civilian life, and that they are not particularly suited for such jobs could be a factor in their expressing little interest. These are issues which military advertising/recruiting efforts could address with appropriate information.

g. Incentives and Barriers to Enlistment

. Job Characteristics Considered Important

Job characteristics considered to be extremely important by a majority of both current positive propensity women and non-propensity women include:

- Providing men and women equal pay and opportunities
- Getting the job you want
- Developing your potential

Other benefits considered to be of high importance to a large

TABLE 16

-35-

PERCEPTION OF JOBS CURRENTLY AVAILABLE TO WOMEN IN THE MILITARY

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
Clerk-typist/secretary	100	99	+ 1
Librarian	100	100	± 0
Nurse	100	100	± 0
Photographer	99	98	+ 1
Dental assistant	99	99	± 0
Newspaper reporter	99	100	- 1
X-ray technician	98	95	+ 3
Legal secretary	98	99	- 1
Personnel counselor	97	98	- 1
Chef/cook	96	96	± 0
Computer technician	96	96	± 0
Accountant	95	97	- 2
Radio operator	87	90	- 3
Land surveyor	75	82	- 7
Air traffic controller	72	71	+ 1
Draftsman	71	77	- 6
Telephone repairperson	67	77	<u>-10</u>
Mechanic	66	66	± 0
Truck driver	65	72	- 7
Carpenter	64	68	- 4
Security guard	60	58	<u>-10</u>
Fire fighter	47	52	- 5
Brick layer	38	48	<u>-10</u>
Cargo loader	30	35	- 5
Base:	(181)	(1419)	

○ Significant at .05

Q. 6. I am going to read you a list of various types of jobs currently available in the military. As I read each, please tell me whether you think that military job is available to both men and women in the military, or whether it is restricted to men only. (START WITH RED "X")

- Teaching you a valuable trade or skill
- Good income
- Retirement income
- Fringe benefits
- Being able to make your own decisions on the job

(See Table 17)

Motivating benefits of high importance to both groups, but especially to non-propensity women are:

- Where you can stay with your family or husband
- Job security

While of lesser importance to current positive propensity women, significantly more of these women than non-propensity women say it is important for a job to provide them with an opportunity to work in another city. (22% of current positive propensity women vs. 10% of non-propensity women say this is "Extremely" important)

This finding tends to be consistent with a finding in a recent tracking study for DOD on issues related to accession of enlisted personnel in the National Guard And Reserve Forces.*

In that study it was found that NPS females had a higher propensity to enlist if they perceived "a break in routine due to being in the service" as a benefit.

* A Tracking Study Regarding Issues Related To Recruitment Of Enlisted Personnel For The Reserve Components, April, 1979, Associates For Research In Behavior, Inc.

TABLE 17

WHAT WOMEN CONSIDER TO BE MOST IMPORTANT WHEN CHOOSING A JOB
- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE pts.
<u>% SAYING EXTREMELY IMPORTANT</u>			
Provides men and women equal pay and opportunities	60	57	+ 3
Getting you the job you want	56	60	- 4
Developing your potential	53	56	- 3
Teaches you a valuable trade or skill	47	44	+ 3
Good income	47	54	- 7
Job security	45	56	-11
Retirement income	44	49	- 5
Where you can stay with your family or husband	42	59	-17
Fringe benefits	42	44	- 2
Being able to make your own decisions on the job	39	38	+ 1
Recognition and status	29	29	+ 0
An opportunity to work in another city	22	10	+12
Work outside most of the time	15	11	+ 4

Base:

(101)

(1419)

☐ Significant at .01

Q. 9a. I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Slightly Important, or Not At All Important? (REPEAT FOR EACH STATEMENT -- START WITH RED "X").

Perceived Enlistment Barriers

Compared to non-propensity women, current positive propensity women express considerably less concern with the kinds of problems that keep many people from enlisting in the military.

Current positive propensity women's greatest concern has to do with the need to make a long term commitment. (38% of positive propensity women vs. 59% of non-propensity women say this is an "Extremely/Very" serious problem.) Other problems of concern to the current positive propensity group are:

- Not knowing enough about military life (35%)
- Not having enough personal privacy (34%)
- Not being able to choose the type of work one wants (32%)
- The level of pay (30%)
- The possibility of being seriously injured (30%)

Consistent with the findings already reported, non-propensity women are especially concerned about having to move away from home (53% say it is an "Extremely" or "Very" serious problem compared to 29% of the current positive propensity group). The level of concern among non-propensity women is also significantly higher for:

- Not enough personal privacy (46% vs. 34%)
- Not being able to choose the work one wants (44% vs. 32%)
- The possibility of being seriously injured (41% vs. 30%)

(See Table 10)

Although parental attitude does not appear to be an enlistment barrier among current positive propensity women, it is a concern

TABLE 18

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/VERY SERIOUS PROBLEM</u>	<u>POSITIVE PROPENSITY WOMEN %</u>	<u>NON- PROPENSITY WOMEN %</u>	<u>DIFFERENCE % pts.</u>
You have to make a long term commitment	38	59	-21
Don't know enough about military life	35	32	+ 3
You wouldn't have personal privacy	34	46	-12
Cannot always choose the type of work or job you want	32	44	-12
The pay	30	26	+ 4
You might get seriously injured	30	41	-11
You have to move away from home	29	53	-24
The kind of people you might meet in the military	21	21	+ 0
Not knowing how to go about enlisting	19	14	+ 5
Basic training seems too tough	18	25	- 7
Your mother might disapprove	17	33	-16
Your father might disapprove	14	25	-11
Friends might not think well of you	12	9	+ 3
Religious or moral objections to the military	9	21	-12

Base: (181) (1419)

☐ Significant at .01

Q.13a. In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

among non-propensity women. Significantly higher proportions of the latter group than the former say the possibility of parental disapproval is an "Extremely Serious" problem.

Respondents were also asked whether there were any other enlistment-related problems in addition to those listed in Table 18. The most frequent response had to do with problems relating to friends and family. About one in four women in the current positive propensity group mentioned a problem in this area. Not surprisingly, a higher proportion of non-propensity women -- about one in three--referred to family/friend problems. Most other problems were mentioned by fewer than one in five among both group of women.

(See Table 19)

Vulnerability of Civilian Jobs

Because of perceived differences between military and civilian life, certain job benefits are associated more with one sector than with the other. To the extent that a particular characteristic is not seen as more likely to occur in a civilian job, it might be said that a civilian job is potentially vulnerable to a military job on that particular characteristic.

There are only two job characteristics which sizeable proportions of current positive propensity women feel are more likely to occur in a civilian job:

- Being able to make your own decisions
- Being able to get along with your family or husband

TABLE 19

OTHER PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY
VOLUNTEERED RESPONSES

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

<u>BARRIERS TO ENLISTING</u>	<u>POSITIVE PROPENSITY WOMEN %</u>	<u>NON- PROPENSITY WOMEN %</u>	<u>DIFFERENCE % pts.</u>
<u>Family/Friend Problems (NET)</u>	<u>26</u>	<u>35</u>	<u>- 9</u>
Don't want to leave family/home	13	15	- 2
Am married	7	10	- 3
Have a child/children	6	10	- 4
Want to get married	4	5	- 1
Don't want to leave friends	6	4	+ 2
Want to have a child/children	-	3	- 3
Parents/family would disapprove	2	2	+ 0
<u>Security/Stability/Safety (NET)</u>	<u>19</u>	<u>11</u>	<u>+ 8</u>
<u>Security/Stability (Sub-Net)</u>	<u>14</u>	<u>6</u>	<u>+ 8</u>
Have to move around too much	4	2	+ 2
Might not like assigned job	5	2	+ 3
Too insecure	5	2	+ 3
Would never know where you'd be next	3	1	+ 2
<u>Safety Mentions (Sub-Net)</u>	<u>6</u>	<u>6</u>	<u>+ 0</u>
Wouldn't want to fight	2	3	- 1
Basic training too hard	4	5	- 1
<u>Education/Career/Job Mentions (NET)</u>	<u>14</u>	<u>9</u>	<u>+ 5</u>
Am in school	8	4	+ 4
Have a job	5	4	+ 1
Happy with what I'm doing	2	3	- 1

(CONTINUED)

TABLE 19
OTHER PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY
VOLUNTEERED RESPONSES
(CONTINUED)

<u>BARRIERS TO ENLISTING</u>	<u>POSITIVE PROPENSITY WOMEN %</u>	<u>NON- PROPENSITY WOMEN %</u>	<u>DIFFERENCE % pts.</u>
<u>Personal Freedom Objections (NET)</u>	<u>12</u>	<u>13</u>	<u>- 1</u>
Don't like long term commitments	7	5	+ 2
Lose your freedom	2	5	- 3
Have religious/moral objections	1	2	- 1
Lack of privacy	-	1	- 1
Have to give up too much	3	-	+ 3
<u>Military Life Objections (NET)</u>	<u>8</u>	<u>5</u>	<u>+ 3</u>
Pay is not good	4	2	+ 2
Not suitable for women	2	2	+ 0
Have to wear uniforms	2	1	+ 1
<u>Miscellaneous Mentions (NET)</u>	<u>45</u>	<u>45</u>	<u>+ 0</u>
Just not interested	6	17	-11
Don't know that much about it	8	4	+ 4
Have health problems	5	2	+ 3
None	27	27	+ 0
Don't know/Refused	6	5	+ 1
Base:	(181)	(1419)	

○ Significant at .05
□ Significant at .01

Q.13b. What else would be a problem for you when considering enlistment in the military: (PROBE) What else?

On all of the other characteristics studies, fewer than two in ten current positive propensity women feel that the characteristics would be more likely to occur in a civilian job, and in most cases, the proportion is less than one in ten. These findings suggest that communications efforts could address many of the motivating factors discussed previously in an attempt to attract young women into the Armed Services, while at the same time countering competitive civilian options open to women.

(See Table 20)

. Incentives

In view of the job benefits current positive propensity women want, the problems with the military they perceive, and their feeling as to whether specific job characteristics are more likely to occur in civilian jobs vs. the military, the appeals with the most potential for attracting these women include:

- provides men and women equal pay and opportunities
- teaches you a valuable trade or skill
- develops your potential
- job security
- fringe benefits and retirement income

TABLE 20

POTENTIAL VULNERABILITY OF CIVILIAN JOBS
- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -
(Base: Total In Each Group)

IMPORTANCE RANK	% Who BELIEVE THAT BENEFIT IS MUCH/SOMEWHAT MORE LIKELY TO OCCUR IN A CIVILIAN JOB	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
4	Teaches you a valuable trade or skill	1	3	- 2
12	An opportunity to work in another city	3	5	- 2
1	Provides men and women equal pay and opportunities	5	5	+ 0
13	Developing your potential	6	8	- 2
6	Work outside most of the time	6	7	- 1
7	Job security	7	9	- 2
11	Retirement income	9	10	- 1
9	Recognition and status	10	12	- 2
2	Fringe benefits	11	8	+ 3
5	Getting the job you want	12	18	- 6
10	Good income	17	22	- 5
8	Being able to make your own decisions on the job	36	35	+ 1
	Where you can stay with your family or husband	46	47	- 1
Base:		(181)	(1419)	

NOTE: Difference needed for significance at .05 level is 7.4

Q. 9b I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in the military service or in a civilian job, or could it occur in either one? (IF MILITARY/CIVILIAN ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (THE MILITARY SERVICE/A CIVILIAN JOB?)

h. Action Taken To Learn About The Military And Awareness Of
Military Advertising

. Young Women's Interaction With Key Influencers

Consistent with the findings of other research conducted on behalf of DOD,* this study found that various family members and friends play an active role in the process by which enlistment decisions are made. Table 21 shows that a significantly larger proportion of current positive propensity women than non-propensity women discussed the possibility of enlistment with:

- friends (44% vs. 18%)
- parents (41% vs. 12%)
- boyfriend/husband (29% vs. 12%)

The relatively low figure for boyfriend/husband could reflect the fact that many of these young women are unmarried or may not have a boyfriend. It may also be a function of the fact that boyfriends, for example, tend to be low in the influence hierarchy.

* Career Influentials Study, 1975, Grey Advertising, Inc.

. Contact With The Military Recruiting Establishment

Contact with the military was substantial for both current positive propensity women and non-propensity women. A similar proportion of both groups say they:

- received recruiting literature (about 1 in 3)
- were personally contacted by a military recruiter (about 1 in 5)

(See Table 21)

Not suprisingly, a larger proportion of current positive propensity women than non-propensity women initiated action to put them in contact with the military, including:

- sent for recruiting literature (19% vs. 4%)
- went to a recruiting station (14% vs. 5%)

(See Table 21)

. Awareness of Military Advertising

There were no major differences between current positive propensity women and non-propensity women with respect to reported awareness of advertising by the military.

- approximately three fourths of both groups of women say they have recently seen military advertising
 - . half in each group claim to have seen Army advertising
 - . 40% of each group have seen Air Navy and Marine Corps advertising
 - . in the two groups, about 10% have seen Coast Guard advertising

When asked if they had seen any advertising in which all four of the major services were mentioned, a significantly larger proportion of current positive propensity women than non-propensity women responded in the affirmative (44% vs. 36% respectively). This difference could very well reflect the fact that women who are predisposed to enlisting in the services may be more sensitive to communications about the military in general (i.e., joint services ads).

TABLE 21

ACTION TAKEN IN PAST SIX MONTHS TO LEARN ABOUT THE MILITARY

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
<u>DISCUSSED WITH FRIENDS/FAMILY (NET)</u>	<u>59</u>	<u>26</u>	<u>+33</u>
Discussed possibility with friends	44	18	+26
Discussed possibility with parents	41	12	+29
Discussed possibility with boyfriend/husband	29	12	+17
<u>CONTACT WITH MILITARY (NET)</u>	<u>45</u>	<u>43</u>	<u>+ 2</u>
Received recruiting literature	32	34	- 2
Recruiting literature sent for	19	4	+15
Gone to recruiting station	14	5	+ 9
<u>Personally contacted by recruiter (net)</u>	<u>19</u>	<u>18</u>	<u>+ 1</u>
Air Force	5	3	+ 2
Army	8	9	- 1
Marine Corps	4	2	+ 2
Navy	3	3	+ 0
Coast Guard	-	*	*
Reserves	1	*	+ 1
National Guard	1	*	+ 1
R.O.T.C.	-	*	*
Don't Know/No Answer	*	2	- 2
Base:	(181)	(1419)	

MULTIPLE RESPONSE

*Less than 0.5%

☐ Significant at .05
☐ Significant at .01

in the past six months. (Read list.)

Have you been personally contacted by a recruiter? (Listed above)

(ASK IF "YES" IN Q. 10b)

If service was th (DO NOT READ LIST)

TABLE 22

AWARENESS OF MILITARY ADVERTISING

- CURRENT POSITIVE PROPENSITY VS. NON-PROPENSITY WOMEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY WOMEN %	NON- PROPENSITY WOMEN %	DIFFERENCE % pts.
<u>HAVE SEEN/HEARD ANY ADVERTISING (NET)</u>	<u>74</u>	<u>75</u>	<u>- 1</u>
<u>Branch of Service</u>			
Army	49	53	- 4
Air Force	46	41	+ 5
Navy	38	38	+ 0
Marines	37	36	+ 1
Coast Guard	24	20	+ 4
R.O.T.C.	-	-	-
<u>HAVE SEEN/HEARD JOINT SERVICES AD</u>	<u>44</u>	<u>36</u>	<u>+ 8</u>
Base:	(181)	(1419)	

○ Significant at .05

Q.14a Have you seen or heard any advertising for the military recently?

Q.14b (ASK IF "YES" TO Q.14a)

Which of the following military services were mentioned in the advertising?
(READ LIST)

Q.14c Do you recall seeing or hearing any advertising for the Armed Forces in general in which all four of the major military services -- that is, the Army, Navy, Air Force and Marines -- were mentioned?

D. CHANGE IN PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS

As discussed earlier, women eligible to enlist in the military were asked about their propensity to enlist under three different conditions:

- . Their current perception of the military
- . After being made aware of the broad range of jobs currently available to women in the military
- . After being made aware of possible future eligibility for jobs potentially exposing women to combat and to serve anywhere in the world where men are serving

This section of the report presents the findings under the second and third of these conditions.

1. Propensity to Enlist After Being Made Aware of Jobs Available

After being asked their propensity to enlist in the military based upon their current perception of it, they were again asked their propensity to enlist after being read the following statement:

"Actually, in addition to jobs traditionally held by women, such as nurses or secretaries, all of the jobs on the list I read to you* are available to women in the military today. Thus, women are now eligible for almost any type of job in the military. The only restriction is that women can not hold jobs which would expose them to combat.

Knowing that so many different types of jobs are open to women, how likely would you be to enlist in one of the armed services? Would you be "Extremely likely," "Very likely," "Somewhat likely," "Slightly likely," "Not too likely," "Not at all likely" to enlist?

* See Table 28 for a list of these jobs.

a. Size of The New Positive Propensity Group

Making women aware of the broad range of jobs available to them in the military has the effect of substantially increasing the proportion of those with a positive propensity to enlist from 11% to 20%.* This positive propensity group consists of:

- . 6% with high Positive Propensity to enlist ("Extremely/Very" likely to enlist) vs. 3% under current conditions
- . 14% with moderate Positive Propensity to enlist ("Somewhat" likely) vs. 8% under current conditions

(See Table 23)

This new and larger positive propensity group is composed of 8% from the original positive propensity group (based on current perception) who continue to have positive propensity when made aware of jobs available and 12% who shifted from non-propensity when made aware of jobs available. Three percent from the original positive propensity group shifted to non-propensity when made aware of jobs available.

(See Table 24)

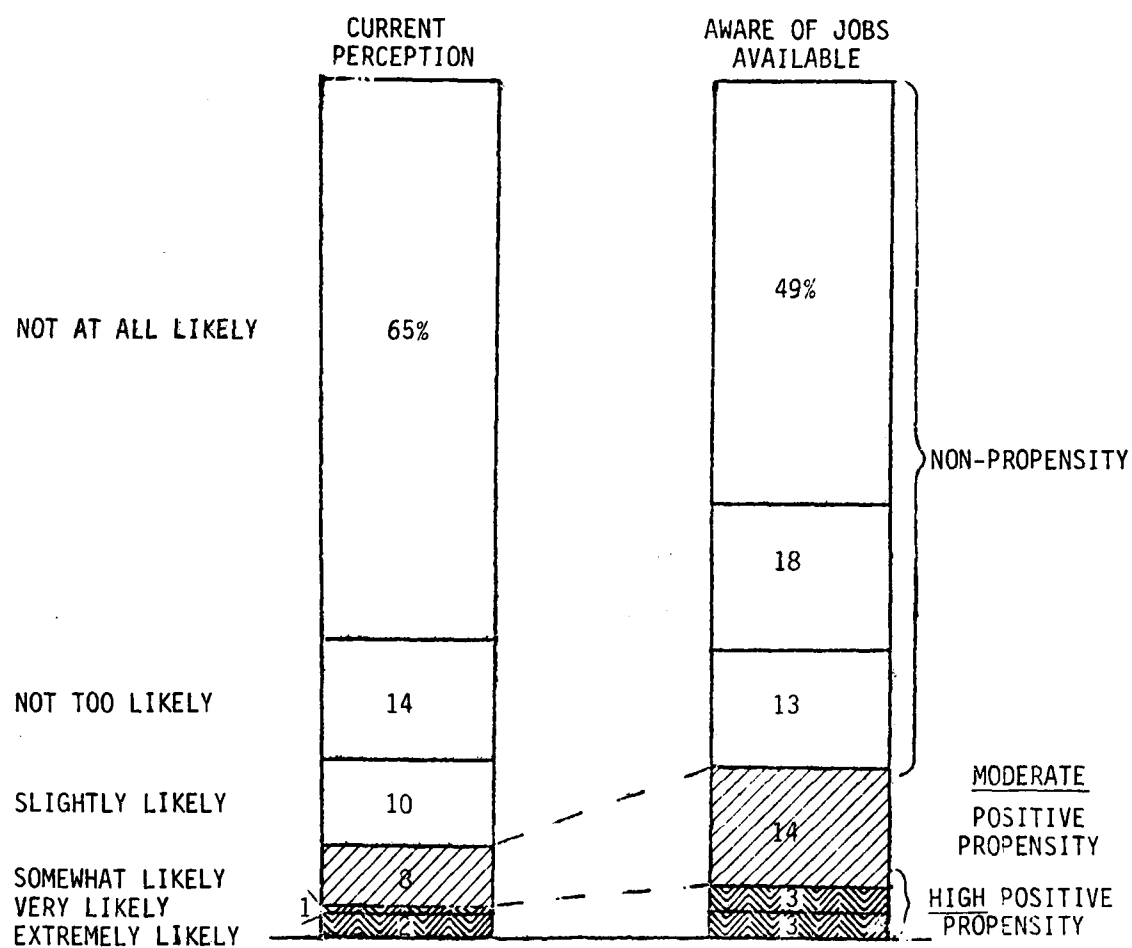
These findings suggest that those women who shifted to positive propensity (12%) were not previously aware of all of the jobs available to women in the military. Awareness of these job options seems to be the primary cause of their changed propensity.

* Positive propensity after being made aware of jobs available is again defined as those who said they would be "Extremely", "Very", or "Somewhat" likely to enlist in the military services after being read the above statement. (See p. 6 for detailed explanation.)

TABLE 23

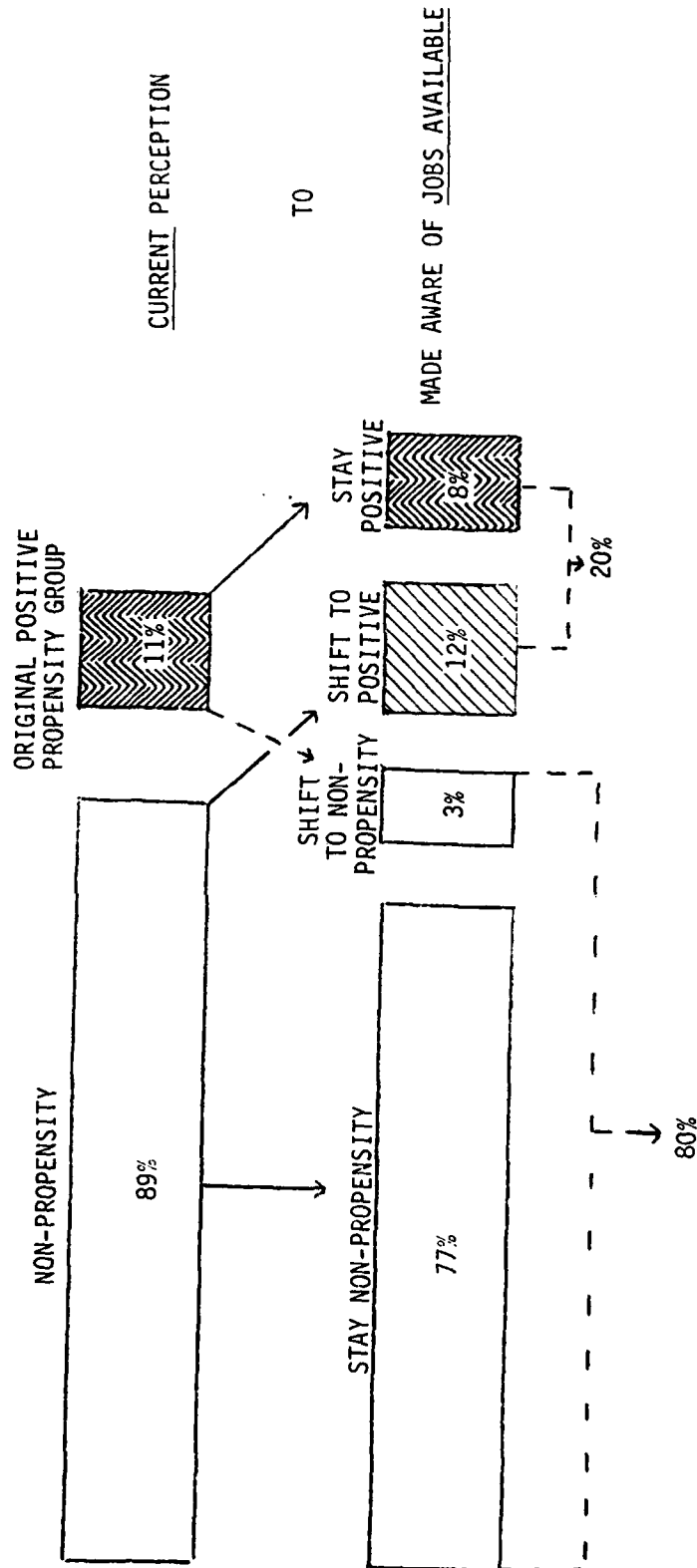
PROPENSITY TO ENLIST IN THE MILITARY UNDER TWO DIFFERENT CONDITIONS

(Base: Total Sample)



Base: (1600)

TABLE 24
SHIFT IN PROPENSITY UNDER DIFFERENT CONDITIONS
(Base: Total Sample)



While there is limited data and information on the reason why 3% of the respondents shift out of positive propensity into non-propensity when made aware of all the jobs available to women in the military, one might hypothesize that awareness of jobs which they had not known were open to women in the military can also act as a deterrent to enlistment. These jobs may be viewed as undesirable (e.g., certain blue collar jobs requiring physical labor) and may create concern over possible assignment to them, which could cause them to change from positive to non-propensity.

b. Profile of New Positive Propensity Group

An analysis was conducted which compared the entire new positive propensity group (20%) to the original (i.e., current) positive propensity group (11%). Few differences emerged between these two groups. This is due in part to the large percentage (8%) of young women that continue to have positive propensity under both conditions.

1. Demographic Profile:

The new positive propensity group and the original positive propensity group have very similar demographic characteristics. For example, women in both groups tend to be younger, single, not have children under 18, and not be employed full-time.

Over half of both groups presently are attending high school, and come from households with very similar characteristics (i.e., household income and father's education).

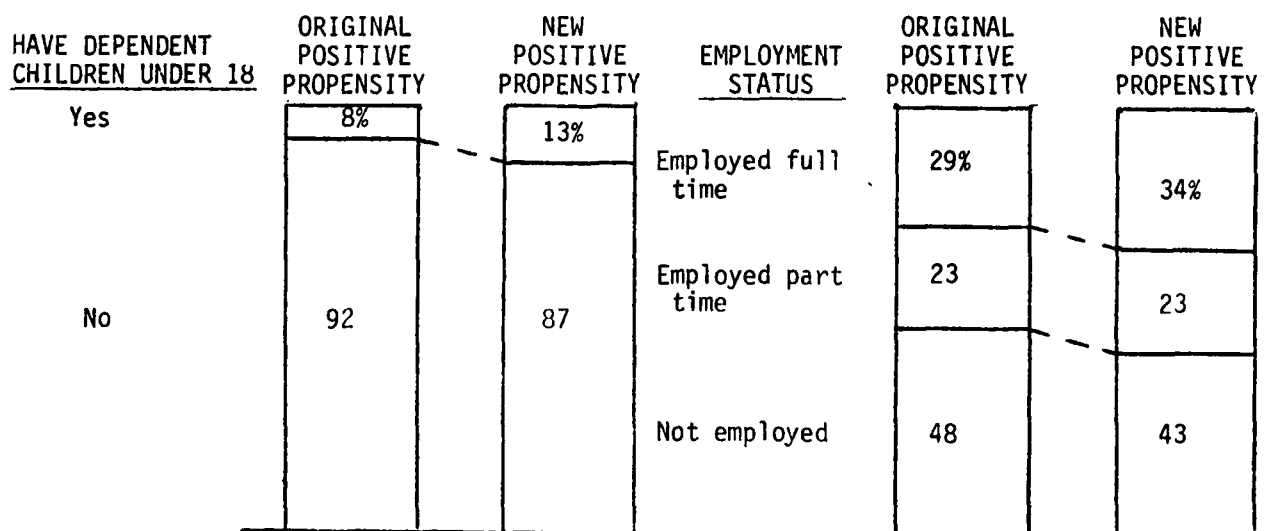
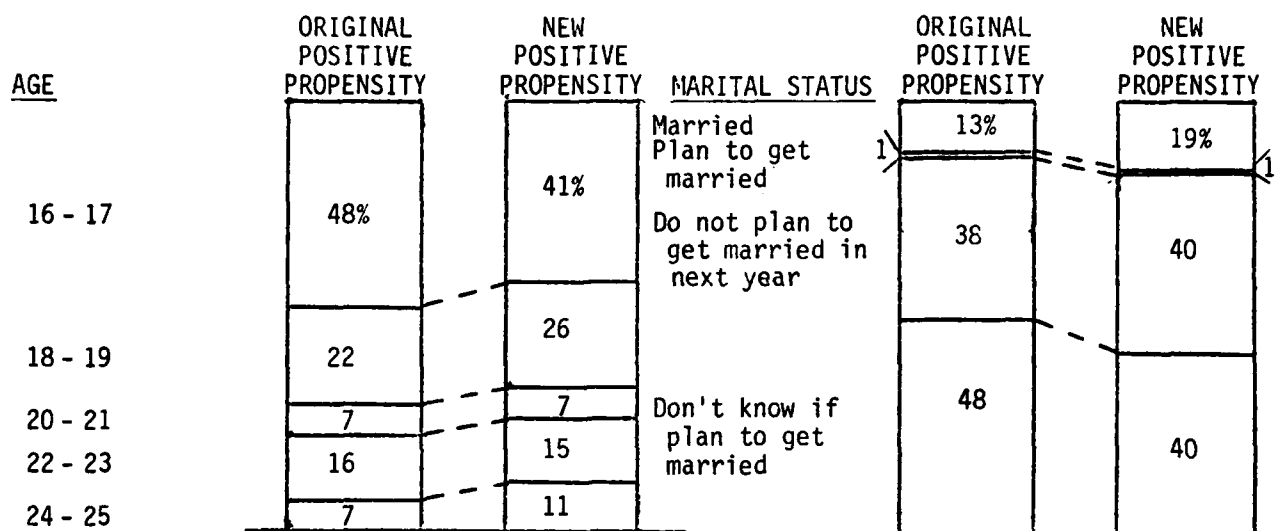
(See Table 25 and 26)

TABLE 25

INDIVIDUAL DEMOGRAPHICS

-ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY-

(Base: Total In Each Group)



Base:

(181)

(324)

(181)

(324)

TABLE 26

EDUCATION OF RESPONDENT AND HOUSEHOLD INCOME
 -ORIGINAL POSITIVE PROPENSITY VS NEW POSITIVE PROPENSITY
 (Base: Total In Each Group)

EDUCATION OF RESPONDENT	ORIGINAL POSITIVE PROPENSITY	NEW POSITIVE PROPENSITY
<u>Now In School</u>		
High school	50%	43%
Vocational College	13	12
<u>Last Grade Completed</u>		
Some high school	8	10
Completed high school	19	27
Some college or more	9	7

HOUSEHOLD INCOME	ORIGINAL POSITIVE PROPENSITY	NEW POSITIVE PROPENSITY
Under \$10,000	37%	39%
\$10,000 - \$14,999	23	18
\$15,000 - \$24,999	25	26
\$25,000 or More	15	17

Base:

(101)

(324)

2. Personality/Lifestyle Profile:

The two positive propensity groups are similar on all personality/lifestyle measures except one. The new positive propensity group is significantly more resistant to authority, suggesting that they may have more difficulty taking orders from others.

(See Table 27)

3. Job Interests:

The two groups are also similar in terms of the types of jobs in which they are interested. The single exception is that the new positive propensity group is significantly less interested in working at the technical job of air-traffic controller.

Although the proportion of women in each of these groups who are interested in blue collar jobs is equally small, the absolute number of women interested in blue collar jobs in the new propensity group is greater than the absolute number in the original propensity group since the new group is almost twice the size of the original. Therefore, increasing women's awareness of the broad range of jobs available to them should increase the actual number of potential accessions for blue collar jobs in the military.

(See Table 28)

TABLE 27

PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	DIFFERENCE % pts.
<u>% Saying Exactly/Very Much Like Me</u>			
I enjoy doing things which challenge me	81	84	+3
I like the type of work which would keep me constantly on the move	74	78	+4
I don't mind working at a job where you get dirty or messy	55	47	-8
I enjoy a little excitement and danger at times	60	58	-2
I prefer a job that involves working with my hands	63	67	+4
I enjoy doing things that involve quite a bit of physical exercise	59	63	+4
I don't like to be told what to do	31	40	<u>+9</u>
I would rather do physical work than mental work	44	42	+2
I like to take things apart to see how they work	38	37	-1
I don't mind being outside in all kinds of weather	42	42	+0
I like to work indoors rather than outdoors	31	37	+6
I would find it difficult to work in an office	27	29	+2
I prefer a quiet, secure life to an adventurous one	20	25	+5
Base:	(181)	(324)	

○ Significantly different at .05

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

TABLE 28

YOUNG WOMEN'S INTEREST IN SPECIFIC JOBS

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	DIFFERENCE % pts.
<u>% SAYING EXTREMELY/VERY INTERESTED</u>			
Legal secretary	44	46	+ 2
Personnel counselor	43	41	- 2
Computer technician	40	40	+ 0
Photographer	38	46	+ 8
Clerk-typist/secretary	36	43	+ 7
Nurse	34	36	+ 2
X-ray technician	33	29	- 4
Accountant	31	31	+ 0
Newspaper reporter	28	29	+ 1
Dental assistant	22	25	+ 3
Air-traffic controller	25	16	- 9
Radio operator	20	19	- 1
Librarian	19	19	+ 0
Draftsman	16	13	- 3
Chef/cook	13	17	+ 4
Land surveyor	11	13	+ 2
Truck driver	11	13	+ 2
Carpenter	9	8	- 1
Security guard	9	8	- 1
Fire fighter	8	10	+ 2
Mechanic	7	9	+ 2
Telephone repairperson	6	6	+ 0
Brick layer	2	3	+ 1
Cargo loader	1	1	+ 0

Base:

(181)

(324)

○ Significantly different at .05

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be Extremely, Very, Slightly, or Not At All interested in working as a ...
(READ STATEMENT, STARTING WITH RED "X")

4. Incentives And Barriers to Enlistment

The new positive propensity group generally desires the same job benefits as those desired by the original positive propensity group. However, the new positive propensity group is significantly more likely than the original positive propensity group to desire:

- . Job security (56% vs. 45%)
- . Jobs where they can stay with their family/
husband (51% vs. 42%)

(See Table 29)

Practically all the possible barriers to enlistment are the same for the both groups. However, a significantly higher proportion of the new positive propensity group express concern about having to make a long-term commitment (50% vs. 38%). Women in this group are also significantly more likely to be concerned with the possibility that their mother might oppose enlistment (27% vs. 17%).

(See Table 30)

Women in both groups do not perceive that benefits they desire are more likely to occur in civilian jobs.

(See Table 31)

TABLE 29

WHAT YOUNG WOMEN CONSIDER TO BE MOST IMPORTANT WHEN CHOOSING A JOB

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	DIFFERENCE % pts.
<u>% SAYING "EXTREMELY IMPORTANT"</u>			
Provides men and women equal pay and opportunities	60	61	+1
Getting the job you want	55	61	+6
Developing your potential	53	56	+3
Good income	47	50	+3
Teaches you a valuable trade or skill	47	51	+4
Job security	45	56	+11
Retirement income	44	50	+6
Fringe benefits	42	46	+4
Where you can stay with your family or husband	42	51	+9
Being able to make your own decisions on the job	39	38	-1
Recognition and status	29	32	+3
An opportunity to work in another city	22	17	-5
Work outside most of the time	15	15	±0
Base:	(181)	(324)	

Significantly different at .05

Q.9a I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Slightly Important, or Not At All Important?

TABLE 30

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/VERY SERIOUS PROBLEM</u>	<u>ORIGINAL POSITIVE PROPENSITY GROUP</u> %	<u>NEW POSITIVE PROPENSITY (JOBS)</u> %	<u>DIFFERENCE</u> % pts.
You have to make a long term commitment	38	50	+12
Don't know enough about military life	35	37	+ 2
You wouldn't have personal privacy	34	42	+ 8
Cannot always choose the type of work or job you want	32	33	+ 1
The pay	30	34	+ 4
You might get seriously injured	30	32	+ 2
You have to move away from home	29	37	+ 8
The kind of people you might meet in the military	21	20	- 1
Not knowing how to go about enlisting	19	18	- 1
Basic training seems too tough	18	18	± 0
Your mother might disapprove	17	27	+10
Your father might disapprove	14	22	+ 8
Friends might not think well of you	12	11	- 1
Religious or moral objections to the military	9	14	+ 5
Base:	(181)	(324)	

☒ Significantly different at .05☐ Significantly different at .01

Q.13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

TABLE 31

POTENTIAL VULNERABILITY OF CIVILIAN JOBS

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

IMPORTANCE RANK	% WHO BELIEVE THAT BENEFIT IS MUCH/SOMEWHAT MORE LIKELY TO OCCUR IN A CIVILIAN JOB	ORIGINAL POSITIVE PROPENSITY GROUP	NEW POSITIVE PROPENSITY GROUP (JOBS)	DIFFERENCE %pts.
4	Teaches you a valuable trade or skill	1	2	+1
12	An opportunity to work in another city	3	5	+2
1	Provides men and women equal pay and opportunities	5	4	-1
3	Developing your potential	6	6	±0
13	Work outside most of the time	6	8	+2
6	Job security	7	8	+1
7	Retirement income	9	13	+4
11	Recognition and status	10	13	+3
9	Fringe benefits	10	12	+2
2	Getting the job you want	12	16	+4
5	Good income	17	20	+3
10	Being able to make your own decisions on the job	36	35	-1
8	Where you can stay with your family or husband	46	46	±0
	Base:	(181)	(324)	

* Less than 0.5%

Q.9b I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in the military service or in a civilian job, or or could it occur in either one? (IF MILITARY/CIVILIAN ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (THE MILITARY SERVICE/A CIVILIAN JOB)?

5. Action Taken Regarding The Military

A comparison of the two groups show that there are few differences between them with respect to discussing the military with family/friends and having contact with the military recruiting establishment.

(See Table 32)

c. Women Who Shift To Positive Propensity After Being Made Aware of Jobs Available vs. Original Positive Propensity Group

A further analysis compared a sub-group of the new positive propensity group that shifted to positive propensity when made aware of the broad range of jobs available (12%) to the original positive propensity group (11%).

This additional analysis provides some useful insights regarding the nature of women affected by increased awareness of jobs.

This information may have implications for actions the military may wish to take in order to attract such women into the various services.

TABLE 32

ACTION TAKEN IN PAST SIX MONTHS TO LEARN ABOUT THE MILITARY

- ORIGINAL POSITIVE PROPENSITY VS. NEW POSITIVE PROPENSITY -

(Base: Total In Each Group)

	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	DIFFERENCE % pts.
<u>CONTACT WITH FRIENDS/FAMILY</u>			
Discussed possibility with friends	44	37	- 7
Discussed possibility with parents	41	36	- 5
Discussed possibility with boyfriend/ husband	29	28	- 1
<u>CONTACT WITH RECRUITING ESTABLISHMENT</u>			
Received recruiting literature	32	35	+ 3
Sent for recruiting literature	19	15	- 4
Gone to recruiting station	14	13	- 1
<u>PERSONALLY CONTACTED BY RECRUITER</u>	<u>19</u>	<u>20</u>	<u>+ 1</u>
Air Force	5	5	+ 0
Army	8	9	+ 1
Marine Corps	4	4	+ 0
Navy	3	4	- 1
Coast Guard	-	-	-
Reserves	1	1	+ 0
National Guard	1	1	+ 0
R.O.T.C.	-	-	+ 0
Don't Know/No Answer	*	3	- 3
Base:	(181)	(324)	

NOTE: Difference needed for statistical significance at the .05 level is 9.0

1. Demographic Profile:

Compared to original positive propensity women, shift to positive women tend to be:

- . somewhat older:
 - more likely to be 18-21 years of age
 - completed high school
- . more likely to have family commitments
- . while the majority are not married, a greater proportion than in the original positive propensity group are:
 - married
 - have children

(See Table 33)

2. Personality/Lifestyle Profile

Compared to the original positive propensity group, shift to positive women appear to have personality/lifestyle characteristics that are less compatible with military life. Shift group women tend to be:

- . more resistant to authority (49% vs. 31%)
- . more indoor oriented (43% vs. 31%)
- . have a lower tolerance for getting dirty (41% vs. 55%)

These findings suggest that these women may be psychologically better suited for traditional desk jobs, than for jobs involving either physical labor or danger.

(See Table 34)

3. Job Interests

Generally, the job interests of this shift group are similar to those of the original positive propensity group. The two exceptions are that shift group women are significantly more interested in working as clerk-typists and significantly less interested in working as an air-traffic controller than women in the original propensity group.

(See Table 35)

4. Incentives And Barriers to Enlistment

In addition to desiring those job benefits most desired by the original positive propensity group, the shift group is more likely than the original positive propensity group to regard the following as important:

- . job security (63% vs. 45%)
- . being able to stay with family/husband (59% vs. 42%)
- . retirement income (55% vs. 44%) and other fringe benefits.

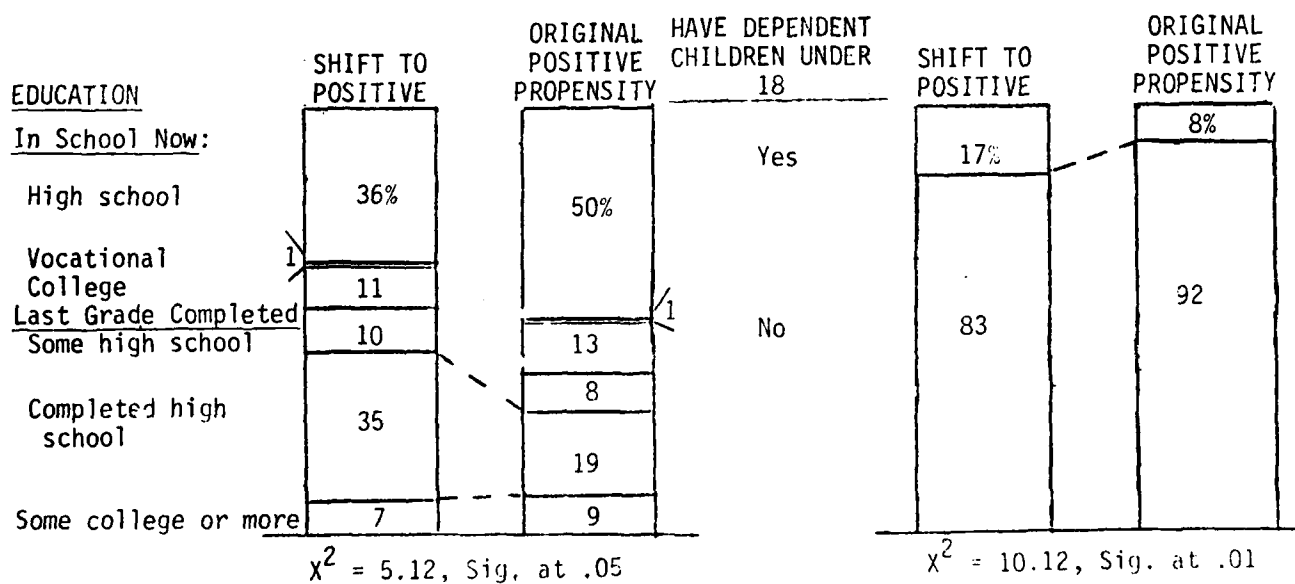
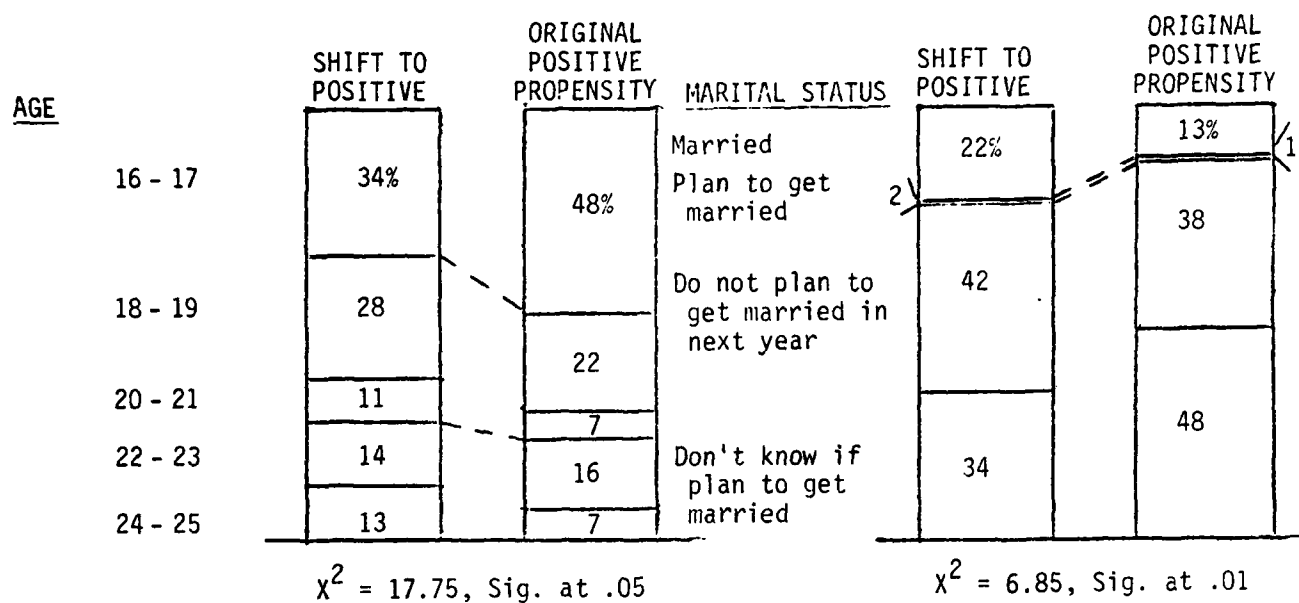
(See Table 36)

TABLE 33

INDIVIDUAL DEMOGRAPHICS

- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS.
ORIGINAL POSITIVE PROPENSITY GROUP -

(Base: Total In Each Group)



use:

(191)

(161)

TABLE 34

PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS ORIGINAL POSITIVE PROPENSITY GROUP -

	(Base: Total in Each Group)		ORIGINAL POSITIVE PROPENSITY %	DIFFERENCE pts.
	SHIFT TO POS. WHEN AWARE OF JOBS			
I enjoy doing things that challenge me	84		51	+ 3
I like the type of work which would keep me constantly on the move	78		74	+ 4
I prefer a job that involves working with my hands	68		63	+ 5
I enjoy doing things that involve quite a bit of physical exercise	65		59	+ 6
I enjoy a little excitement and danger at times	50		60	-10
I don't like being told what to do	49		31	+18
I like to work indoors rather than outdoors	43		31	+12
I don't mind working at a job where you get dirty or messy	41		55	-14
I don't mind being outside in all kinds of weather	41		42	- 1
I would rather do physical work than mental work	36		44	- 8
I like to take things apart to see how they work	30		38	- 8
I would find it difficult to work in an office	29		30	- 1
I prefer a quiet, secure life to an adventurous one	27		27	0
Base:	(191)		(191)	

☒ Significantly different at .05☐ Significantly different at .01

Q. 11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

TABLE 35

YOUNG WOMEN'S INTEREST IN JOBS

- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS. ORIGINAL POSITIVE PROPENSITY GROUP -

(Base: Total in Each Group)

<u>% SAYING "EXTREMELY/ VERY INTERESTED"</u>	<u>SHIFT TO POS. WHEN AWARE OF JOBS</u>	<u>ORIGINAL POSITIVE PROPENSITY</u>	<u>DIFFERENCE</u>
	<u>%</u>	<u>%</u>	<u>pts.</u>
Clerk-typist/secretary	49	36	+13
Photographer	46	38	+ 3
Legal secretary	44	44	+ 0
Personnel counselor	42	43	- 1
Nurse	39	34	+ 5
Computer technician	36	40	- 4
Accountant	30	31	- 1
X-ray technician	28	33	- 5
Newspaper reporter	28	28	+ 0
Dental assistant	28	22	+ 6
Librarian	21	19	+ 2
Chef/cook	20	13	+ 7
Radio Operator	16	20	- 4
Land surveyor	13	11	+ 2
Truck driver	12	10	+ 2
Fire fighter	10	8	+ 2
Draftsman	9	16	- 7
Mechanic	9	7	+ 2
Air traffic controller	7	25	-18
Security guard	7	9	- 2
Carpenter	6	9	- 3
Telephone repairperson	6	6	+ 0
Brick layer	4	6	+ 2
Cargo loader	1	1	+ 0

Base:

(191)

(191)

☐ Significantly different at .01

2. I am going to read you a list of jobs or kinds of work that different women have told me they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be Extremely, Very, Slightly, or Not At All interested in working as a . . .

TABLE 36

WHAT WOMEN CONSIDER TO BE MOST IMPORTANT WHEN CHOOSING A JOB

- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS. ORIGINAL POSITIVE PROPENSITY GROUP -

(Base: Total in Each Group)

<u>% SAYING EXTREMELY IMPORTANT</u>	<u>SHIFT TO POS. WHEN AWARE OF JOBS</u> %	<u>ORIGINAL POSITIVE PROPENSITY</u> %	<u>DIFFERENCE</u> % pts.
Getting you the job you want	63	56	+ 7
Job security	63	45	<input type="checkbox"/> +18
Developing your potential	60	53	+ 7
Provides men and women equal pay and opportunities	59	60	- 1
Where you can stay with family or husband	59	42	<input type="checkbox"/> +17
Retirement income	55	44	<input type="checkbox"/> +11
Good income	53	47	+ 6
Teaches you a valuable trade or skill	51	47	+ 4
Fringe benefits	50	42	<input checked="" type="checkbox"/> + 8
Being able to make your own decisions on the job	34	39	- 5
Recognition and status	33	29	+ 4
An opportunity to work in another city	12	22	<input type="checkbox"/> -10
Work outside most of the time	15	15	+ 0

Base:

(191)

(181)

☐ Significantly different at .05☐ Significantly different at .01

Q.9a I'd like to read several job characteristics. After I read each characteristic please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Slightly Important, or Not At All Important?

Shift group women are significantly more concerned than original positive propensity women are with the following enlistment-related problems or potential barriers to enlistment:

- . Making a long-term commitment (58% vs. 38%)
- . Lack of personal privacy (46% vs. 34%)
- . Moving away from home (46% vs. 29%)
- . The pay (38% vs. 30%)
- . Parental disapproval (mother: 36% vs. 17%;
father: 27% vs. 14%)
- . Religious or moral objections to the military (21% vs. 9%)

(See Table 37)

Many of these concerns appear to represent strong barriers to enlistment among members of the shift group. These will have to be considered by the military in terms of the types of actions taken in recruiting efforts directed to these prospects and the the possible greater acceptability of one branch of the Armed Services (e.g., the National Guard/Reserves) to these women over others.

While there are only two job characteristics which more than one in three women in the shift group feel are more likely to be provided in a civilian job, a comparison of shift group women and original positive propensity women overall suggests that civilian jobs could be less vulnerable in the shift group than in the original positive propensity group.

(See Table 38)

TABLE 37

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY

- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS. ORIGINAL POSITIVE PROPENSITY GROUP -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/VERY SERIOUS PROBLEM</u>	<u>SHIFT TO POS. WHEN AWARE OF JOBS</u> %	<u>ORIGINAL POS. PROPENSITY</u> %	<u>DIFFERENCE</u> % pts.
You have to make a long term commitment	58	38	+20
You wouldn't have personal privacy	46	34	+12
You have to move away from home	46	29	+17
Don't know enough about military life	41	35	+ 6
The pay	38	30	+ 8
You might get seriously injured	36	30	+ 6
Your mother might disapprove	36	17	+19
Cannot always choose the type of work or job you want	35	32	+ 3
Your father might disapprove	27	14	+13
The kind of people you might meet in the military	21	21	+ 0
Religious or moral objections to the military	21	9	+12
Not knowing how to go about enlisting	17	19	- 2
Basic training seems too tough	18	18	± 0
Friends might not think well of you	8	12	- 4
Base:	(191)	(181)	

○ Significantly different at .05
 □ Significantly different at .01

Q. 13a In talking to people, we found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious Problem, Very Serious, Slightly Serious, or Not At All Serious?

TABLE 38
POTENTIAL VULNERABILITY OF CIVILIAN JOBS
- SHIFT TO POSITIVE WHEN AWARE OF JOBS VS ORIGINAL POSITIVE PROPENSITY GROUP -
(Base: Total In Each Group)

IMPORTANCE RANK	% WHO BELIEVE THAT BENEFIT IS MUCH/ SOMEWHAT MORE LIKELY TO OCCUR IN A CIVILIAN JOB	SHIFT TO POSITIVE WHEN AWARE OF JOBS %	ORIGINAL POSITIVE PROPENSITY %	DIFFER- ENCE %pts.
8	Teaches you a valuable trade or skill	3	1	+ 2
4	Provides men and women equal pay and opportunities	4	5	- 1
12	An opportunity to work in another city	8	3	+ 5
4	Developing your potential	9	6	+ 3
5	Job security	9	7	+ 2
2	Retirement income	12	9	+ 3
9	Fringe Benefits	12	10	+ 2
13	Work outside most of the time	13	6	+ 7
11	Recognition and status	17	10	+ 7
1	Getting the job you want	19	12	+ 7
7	Good income	23	17	+ 6
10	Being able to make your own decisions on the job	35	36	- 1
5	Where you can stay with your family or husband	46	46	+ 0

Base:

(181) (191)

* Less than 0.5%

NOTE: Difference needed for statistical significance at .05 level is 9.8

Q. 9b I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in the military service or in a civilian job, or could it occur in either one? (IF "MILITARY/CIVILIAN" ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (THE MILITARY SERVICE/A CIVILIAN JOB)?

Creating greater awareness among women in the shift group with information about the benefits in the military as well as information about the jobs available, could serve to counteract the various concerns expressed by these women. Thus, shift group women may be willing to trade off potential concerns in order to take advantage of important job opportunities, particularly in view of the fact that most of these women do not believe that civilian jobs are more likely than military jobs to provide this job potential for them.

2. Propensity to Enlist After Being Made Aware of Possible Future Combat Involvement

Immediately following the question concerning likelihood to enlist after being made aware of jobs available to women in the military, all women in the sample were then asked about their likelihood to enlist under the condition of possible future combat involvement by being read the following statement:

"In the future, women may be eligible for additional military jobs that could potentially expose them to combat and they might be assigned to any location where men are serving. This means they could become a flight crew member on a combat aircraft, have ship-board duty on any Navy ship or submarine, or serve with an Army or Marine tank or infantry unit. Again, women in any military job would be eligible to serve in any location in the world where men are serving.

Under these conditions, would you be "Extremely likely," "Very likely," "Somewhat likely," "Slightly likely," "Not too likely," "Not at all likely" to enlist?"

This section of the report presents the findings concerning the third positive propensity group -- those women who said they would be "Extremely", "Very" or "Somewhat" likely to enlist in the military services after being made aware of jobs currently available to women in the military and of possible future combat involvement.

a. Size of The Third Positive Propensity Group

Making women aware of possible future combat involvement has the effect of decreasing the size of the positive propensity group from 20% to 15%. This third positive propensity group

consists of:

- . 4% with high positive propensity to enlist ("Extremely/Very" likely) vs. 6% after being told of jobs available
- . 11% with moderate positive propensity to enlist ("Somewhat" likely) vs. 14% after being told of jobs available

However, it is worth noting that this third positive propensity group, based on knowledge of both jobs currently available and possible future combat involvement is still larger than the original positive propensity group (11%).

(See Table 39)

This third positive propensity group is comprised of 11% from the positive propensity group after being made aware of jobs available who continue to have positive propensity after being made aware of possible future combat involvement and 4% who shift from non-propensity to positive propensity when made aware of this possibility. Nine percent from the positive propensity group after being made aware of jobs available shift to non-propensity when made aware of possible future combat involvement.

(See Table 40)

b. Profile of the Third Positive Propensity Group

1. Demographic Profile:

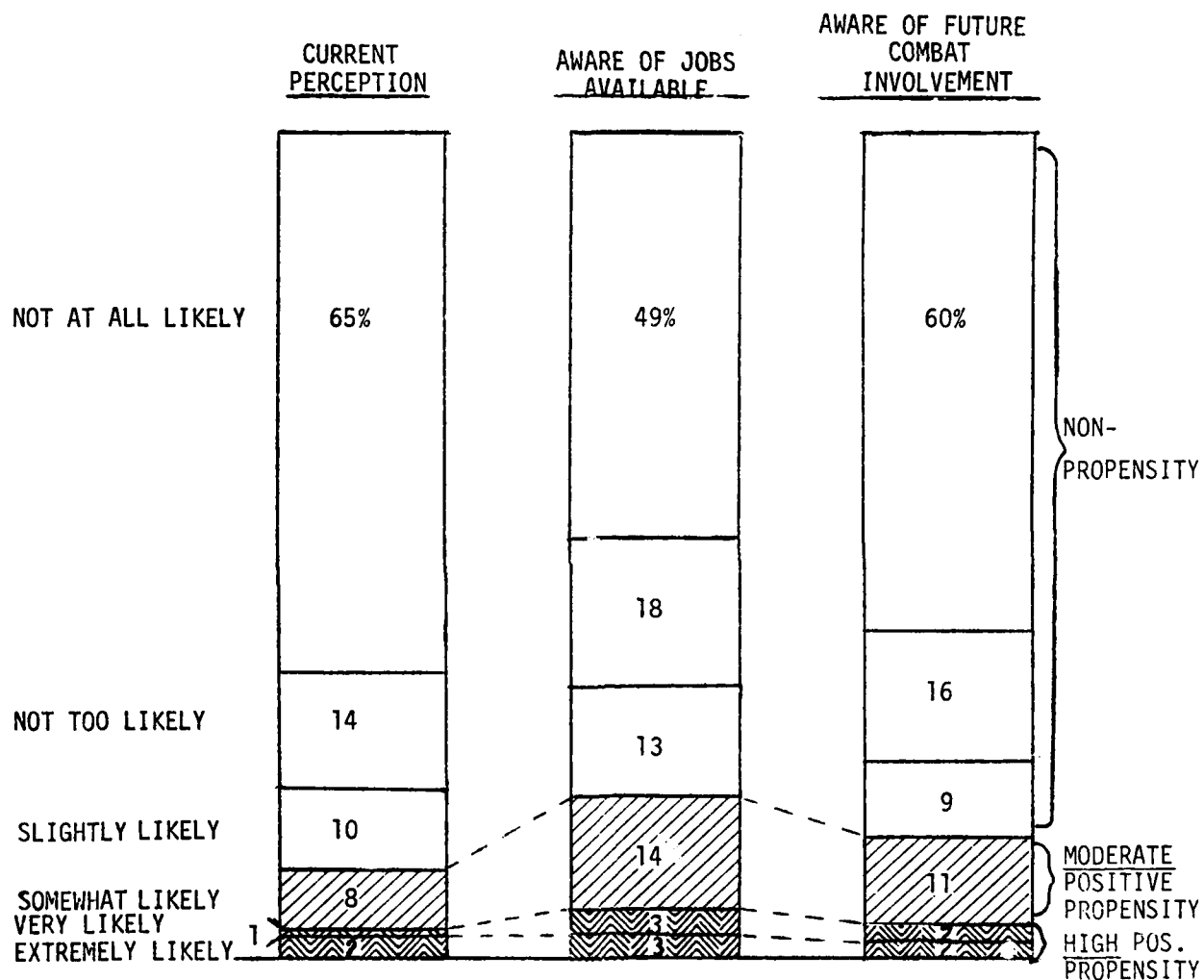
Women in all three positive propensity groups have similar demographic characteristics.

(See Table 41)

TABLE 39

PROPENSITY TO ENLIST IN THE
MILITARY UNDER DIFFERENT CONDITIONS

(Base: Total Sample)



Base: (1600)

AD-A143 377

A STUDY OF THE MARKET POTENTIAL FOR RECRUITING
NON-PRIOR SERVICE FEMALES F.. (U) GREY ADVERTISING INC
NEW YORK J T HEISLER MAY 80 07831-601BK

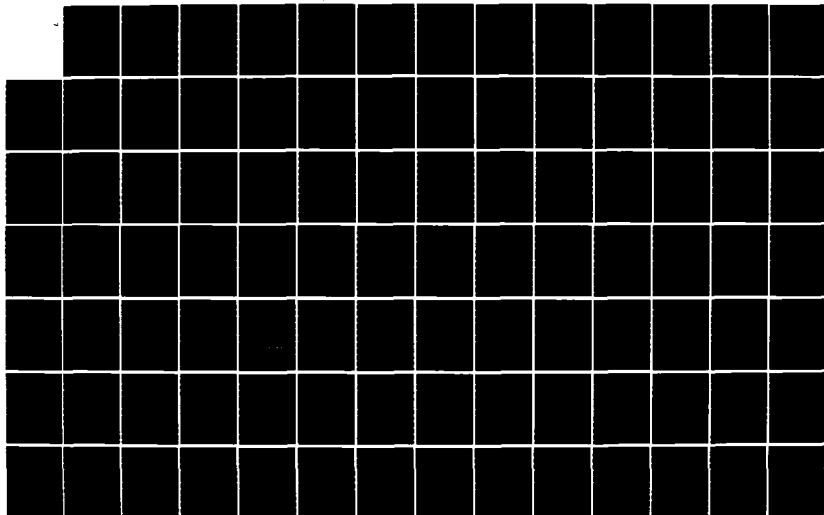
20

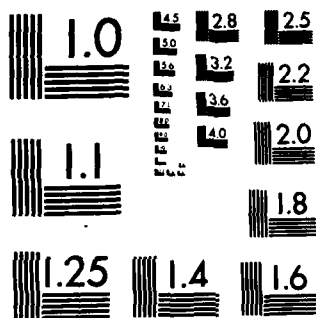
UNCLASSIFIED

DMDC/MRB-TR-79/1-SUPPL

F/G 5/9

NL





MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

TABLE 40

SHIFT IN PROPENSITY UNDER DIFFERENT CONDITIONS

(Base: Total Sample)

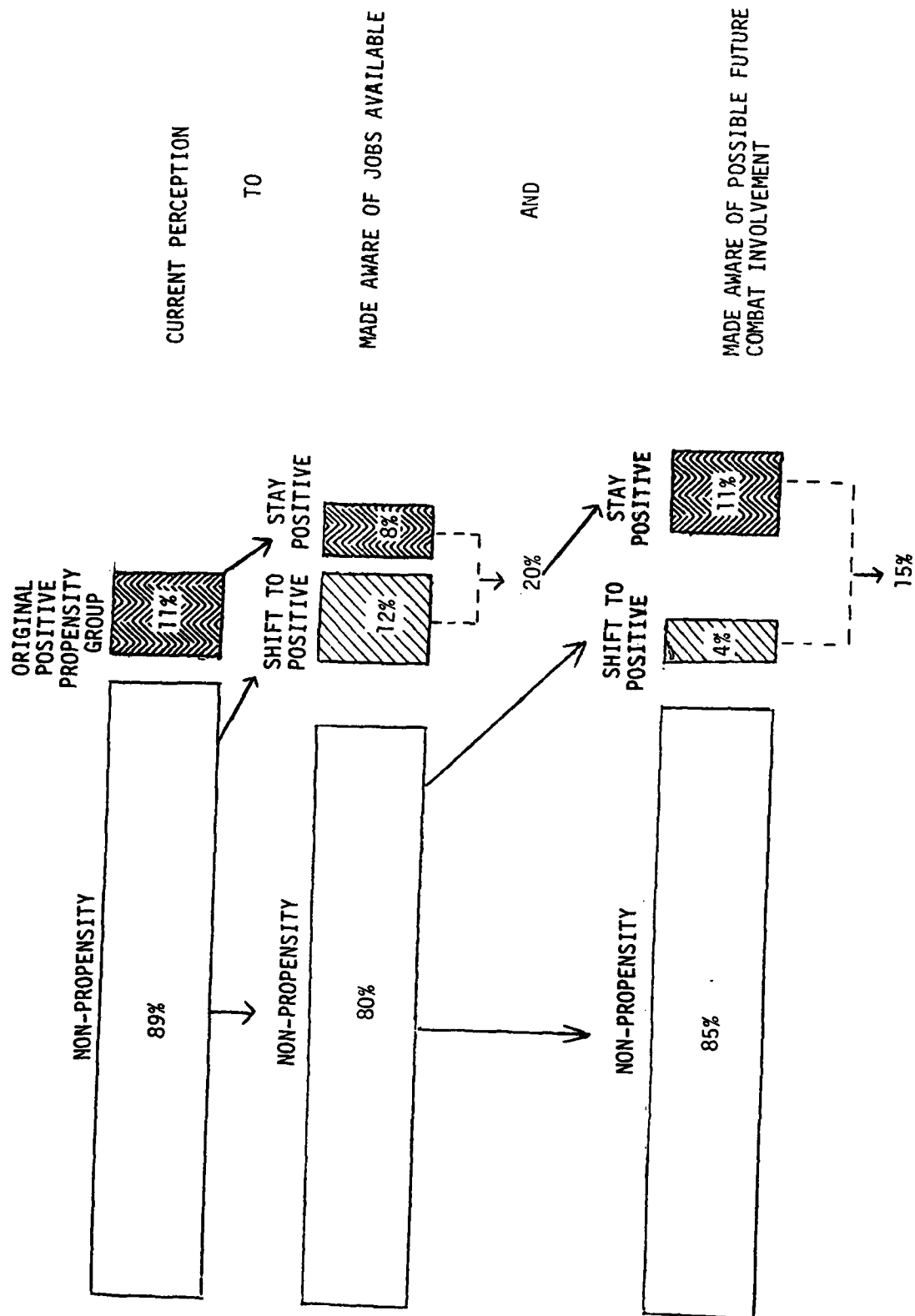


TABLE 41

AGE OF RESPONDENT AND HOUSEHOLD INCOME
- POSITIVE PROPENSITY UNDER THREE DIFFERENT CONDITIONS -

(Base: Total In Each Group)

AGE	ORIGINAL POSITIVE PROPENSITY	NEW POSITIVE PROPENSITY (JOBS)	THIRD POSITIVE PROPENSITY (COMBAT)
16 - 17	48%	41%	47%
18 - 19	22	26	25
20 - 21	7	7	8
22 - 23	16	15	9
24 - 25	7	11	11

INCOME	ORIGINAL POSITIVE PROPENSITY	NEW POSITIVE PROPENSITY (JOBS)	THIRD POSITIVE PROPENSITY (COMBAT)
Under \$10,000	37%	39%	34%
\$10,000 - \$14,999	23	18	19
\$15,000 - \$24,999	25	26	27
\$25,000 or More	15	17	20

Base:

(181)

(324)

(245)

2. Personality/Lifestyle Profile:

The third positive propensity group is quite similar on these measures to the other two positive propensity groups. The only exception is that the third positive propensity group has significantly less tolerance for getting dirty than does the original positive propensity group.

(See Table 42)

3. Job Interests:

All three positive propensity groups have the same job interests except that the second and third groups are significantly less interested than the original positive propensity group in working as an air-traffic controller.

(See Table 43)

4. Incentives And Barriers to Enlistment:

The motivating job benefits are basically the same among women in all three positive propensity groups as are the barriers against enlistment. However, a larger proportion of the second and third positive propensity group express significantly more concern over possible objections raised by parents. As noted earlier, the second positive propensity group are concerned with the need to make a long-term commitment.

(See Table 44)

In addition, the third positive propensity group is significantly more likely than the original positive propensity group to attribute "getting the job you want" to civilian jobs than to the military.

(See Table 45)

TABLE 42

PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- POSITIVE PROPENSITY UNDER THREE DIFFERENT CONDITIONS -

(Base: Total In Each Group)

% SAYING EXACTLY/VERY MUCH LIKE ME	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	THIRD POSITIVE PROPENSITY (COMBAT) %
I enjoy doing things which challenge me	81	84	83
I like the type of work which would keep me constantly on the move	74	78	79
I don't mind working at a job where you get dirty or messy	55	47	(45)
I enjoy a little excitement and danger at times	60	58	63
I prefer a job that involves working with my hands	63	67	63
I enjoy doing things that involve quite a bit of physical exercise	59	63	66
I don't like to be told what to do	31	40	39
I would rather do physical work than mental work	44	42	43
I like to take things apart to see how they work	38	37	37
I don't mind being outside in all kinds of weather	42	42	46
I like to work indoors rather than outdoors	31	37	29
I would find it difficult to work in an office	27	29	29
I prefer a quiet, secure life to an adventurous one	20	25	25
Base:	(181)	(324)	(245)

○ Significantly different than original positive propensity group at .05 level

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

TABLE 43

YOUNG WOMEN'S INTEREST IN SPECIFIC JOBS

- POSITIVE PROPENSITY UNDER THREE DIFFERENT CONDITIONS -

(Base: Total In Each Group)

	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	THIRD POSITIVE PROPENSITY (COMBAT) %
<u>% SAYING EXTREMELY/ VERY INTERESTED</u>			
Legal secretary	44	46	47
Personnel counselor	43	41	35
Computer technician	40	40	39
Photographer	38	46	42
Clerk-typist/secretary	36	43	41
Nurse	34	36	34
X-ray technician	33	29	24
Accountant	31	31	30
Newspaper reporter	28	29	28
Air-traffic controller	25	16	15
Dental assistant	22	25	23
Radio operator	20	19	18
Librarian	19	19	16
Draftsman	16	13	12
Chef/cook	13	17	13
Land surveyor	11	13	12
Truck driver	11	13	11
Carpenter	9	8	7
Security guard	9	8	9
Fire fighter	8	10	10
Mechanic	7	9	8
Telephone repairperson	6	6	9
Brick layer	2	3	1
Cargo loader	1	1	2
Base:	(181)	(324)	(245)

○ Significantly different than original positive propensity group at .05 level.

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be Extremely, Very, Slightly, or Not At All interested in working as a ... (READ STATEMENT, STARTING WITH RED "X")

TABLE 44

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY
- POSITIVE PROPENSITY UNDER THREE DIFFERENT CONDITIONS -
(Base: Total In Each Group)

% SAYING EXTREMELY/VERY SERIOUS PROBLEM	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	THIRD POSITIVE PROPENSITY (COMBAT) %
You have to make a long term commitment	38	(50)	44
Don't know enough about military life	35	37	34
You wouldn't have personal privacy	34	42	36
Cannot always choose the type of work or job you want	32	33	31
The pay	30	34	32
You might get seriously injured	30	32	32
You have to move away from home	29	37	34
The kind of people you might meet in the military	21	20	23
Not knowing how to go about enlisting	19	18	21
Basic training seems too tough	18	18	16
Your mother might disapprove	17	(27)	(29)
Your father might disapprove	14	22	(32)
Friends might not think well of you	12	11	12
Religious or moral objections to the military	9	14	14
Base:	(181)	(324)	(245)

☒ Significantly different than original positive propensity group at .05
☐ Significantly different than original positive propensity group at .01

Q.13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

TABLE 45

POTENTIAL VULNERABILITY OF CIVILIAN JOBS
- POSITIVE PROPENSITY UNDER THREE DIFFERENT CONDITIONS -
(Base: Total In Each Group)

IMPORTANCE RANK	% WHO BELIEVE THAT BENEFIT IS MUCH/SOME- WHAT MORE LIKELY TO OCCUR IN A CIVILIAN JOB	ORIGINAL POSITIVE PROPENSITY GROUP %	NEW POSITIVE PROPENSITY (JOBS) %	THIRD POSITIVE PROPENSITY (COMBAT) %
4	Teaches you a valuable trade or skill	1	2	4
12	An opportunity to work in another city	3	5	6
1	Provides men and women equal pay and opportunities	5	4	6
3	Developing your potential	6	6	7
13	Work outside most of the time	6	8	12
6	Job security	7	8	10
7	Retirement income	9	13	13
11	Recognition and status	10	13	13
9	Fringe benefits	10	12	13
2	Getting the job you want	12	16	22
5	Good income	17	20	23
10	Being able to make your own decisions on the job	36	35	34
8	Where you can stay with your family or husband	46	46	47
Base:		(181)	(324)	(245)

○ Significantly different than original positive propensity group at .05

Q.9b I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in the military service or in a civilian job, or could it occur in either one? (IF MILITARY/CIVILIAN ONLY, ASK:) Would you say that would be much more likely or somewhat more likely to occur in (THE MILITARY SERVICE/A CIVILIAN JOB)?

c. Women Who Stay Positive vs. Women Who Shift to Non-Propensity
When Informed of Future Possible Combat Involvement

Since few differences were observed in the analysis comparing the third positive propensity group to the other two positive propensity groups, another analysis was conducted which compared those women who shift to non-propensity with those who stay positive to determine the nature of those prospects the military would retain and those they would lose if women were made aware of possible future combat involvement as well as the jobs available to women in the military.

1. Demographic Profile:

Compared to those women who stay positive, women who shift to non-propensity are older, and more likely to have commitments. Specifically, these shift group women are more likely to:

- . Be 20-25 years old
- . Have completed high school
- . Be married
- . Be employed

(See Tables 46 and 47)

Women who shift to non-propensity are also less likely than the stay positive women to be from a minority group.

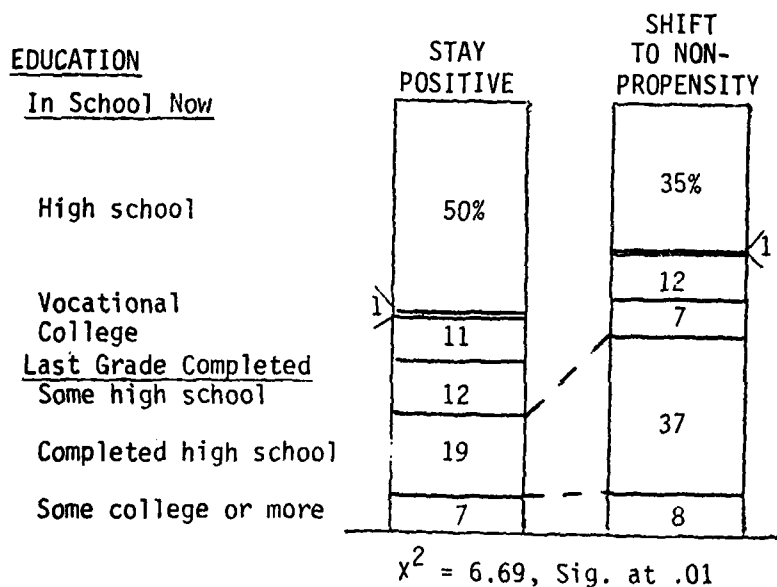
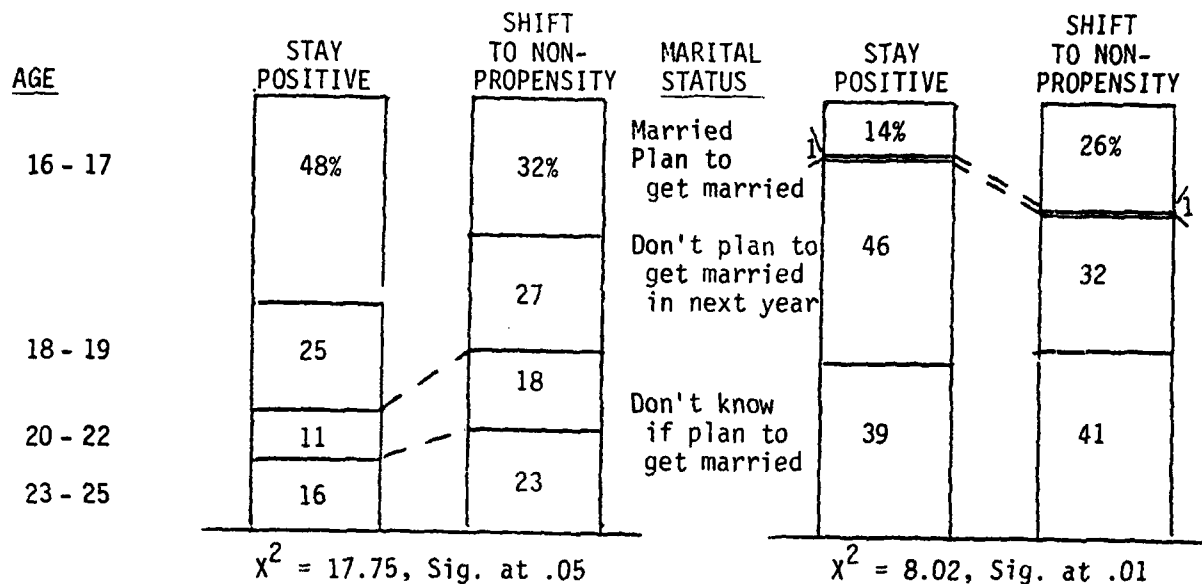
(See Table 47)

TABLE 4F

INDIVIDUAL DEMOGRAPHICS

- STAY POSITIVE VS. SHIFT TO NON-PROPENSITY WHEN AWARE
OF POSSIBLE FUTURE COMBAT INVOLVEMENT -

(Base: Total In Each Group)



Base:

(181)

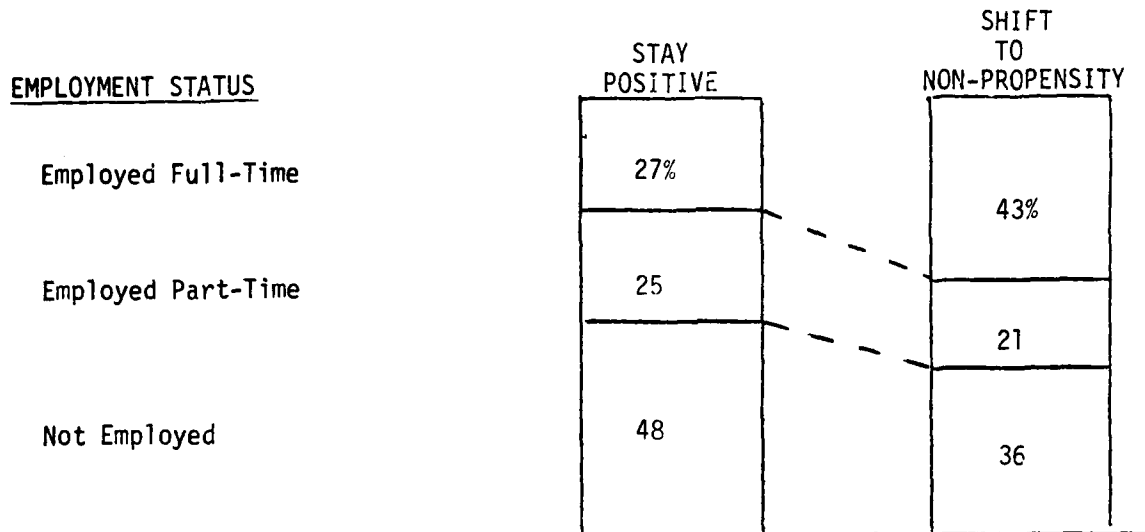
(143)

(CONTINUED)

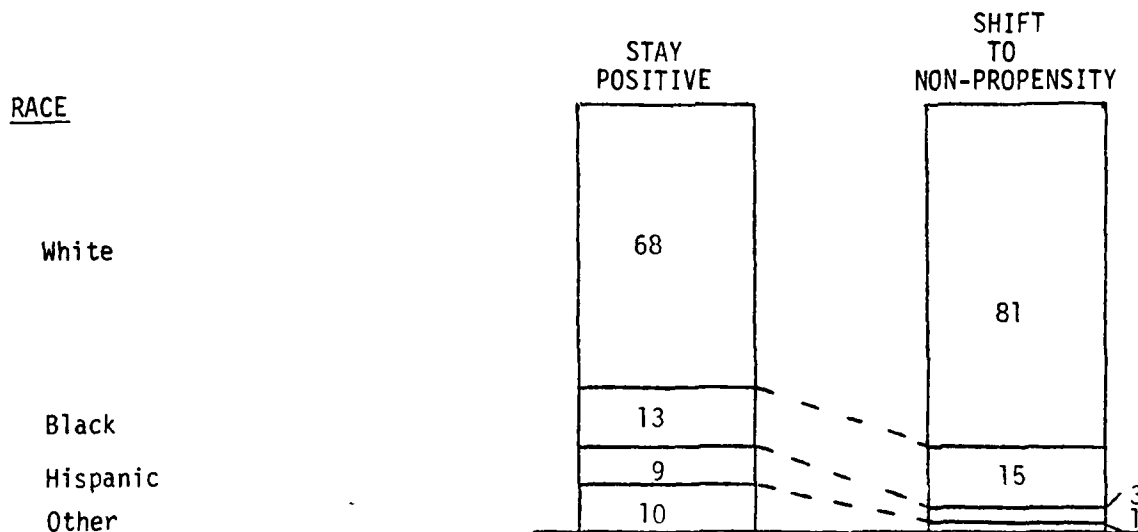
TABLE 47

INDIVIDUAL DEMOGRAPHICS

- STAY POSITIVE VS. SHIFT TO NON-PROPENSITY WHEN AWARE
OF POSSIBLE FUTURE COMBAT INVOLVEMENT
(CONTINUED)



$\chi^2 = 9.53$, Sig. at .05



$\chi^2 = N.S.*$

Base:

(181)

(143)

*N.S. = Not Significant at the .05 or .01 level.

2. Personality/Lifestyle Profile:

The shift to non-propensity group is less likely than the stay positive group to:

- . Enjoy excitement and danger (46% vs. 68%)
- . Enjoy physical activities, including physical exercise (57% vs. 68%)
- . Be mechanically inclined (29% vs. 43%)

They are also more indoor oriented. These findings suggest that those women who shift to non-propensity when made aware of possible future combat involvement would not be particularly suited to combat life or the physical and mental strains placed on them under these conditions. However, they may continue to be good prospects for indoor, less risk assuming jobs in the military.

(See Table 48)

3. Incentives And Barriers to Enlistment:

The shift to non-propensity group does not differ significantly from women who stay positive on the motivating job benefits they see.. However, compared to those who continue to have positive propensity, the women who shift to non-propensity are significantly more concerned about these barriers to enlistment:

- . Making a long-term commitment (60% vs. 43%)
- . Lack of personal privacy (50% vs. 34%)
- . Lack of knowledge about military life (44% vs. 31%)

(See Table 49)

TABLE 48

PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- STAY POSITIVE VS. SHIFT TO NON-PROPENSITY WHEN AWARE
OF POSSIBLE FUTURE COMBAT INVOLVEMENT -

(Base: Total In Each Group)

	STAY POSITIVE %	SHIFT TO NON-PROPENSITY %	DIFFERENCE % pts.
% SAYING "EXACTLY/VERY MUCH LIKE ME"			
I enjoy doing things which challenge me	86	87	- 5
I like the type of work which would keep me constantly on the move	80	74	- 6
In enjoy a little excitement and danger at times	68	46	-22
I enjoy doing things that involve quite a bit of physical exercise	68	57	-11
I prefer a job that involves working with my hands	68	67	- 1
I don't mind working at a job where you get dirty or messy	51	42	- 9
I don't mind being outside in all kinds of weather	49	33	-16
I would rather do physical work than mental work	47	34	-13
I like to take things apart to see how they work	43	29	-14
I don't like to be told what to do	39	42	+ 3
I like to work indoors rather than outdoors	29	47	+18
I would find it difficult to work in an office	28	30	+ 2
I prefer a quiet, secure life to an adventurous one	21	30	+ 9
Base:	(181)	(143)	

○ Significantly different at .05

□ Significantly different at .01

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you or not at all like you.

TABLE 49

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY
 - STAY POSITIVE VS. SHIFT TO NON-PROPENSITY WHEN AWARE
 OF POSSIBLE FUTURE COMBAT INVOLVEMENT -

(Base: Total In Each Group)

% SAYING EXTREMELY/VERY SERIOUS PROBLEM	STAY POSITIVE	SHIFT TO NON-PROPENSITY	DIFFERENCE
	%	%	% pts.
You have to make a long-term commitment	43	60	+17
You have to move away from home	36	41	+ 5
You wouldn't have personal privacy	34	50	+16
The pay	33	35	+ 2
Don't know enough about military life	31	44	+13
Getting the job you want	29	38	+ 9
You might get seriously injured	29	37	+ 8
Your mother might disapprove	27	26	- 1
Your father might disapprove	21	23	+ 2
The kind of people you might meet in the military	21	19	- 2
Not knowing how to go about enlisting	20	15	- 5
Basic training seems too tough	16	20	+ 4
Religious or moral objections to the military	13	16	+ 3
Friends might not think well of you	12	8	- 4
Base:	(181)	(143)	

○ Significant at .05

□ Significant at .01

Q. 13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

Providing these women with information about military life which addresses such concerns might encourage them to "trade off" some of their concerns in order to acquire those benefits they desire and which the military does in fact provide.

3. Women Who Have a Positive Propensity to Enlist Under All Three Conditions - Core Group

The core group is defined as those women in this study who have a positive propensity to enlist under all three conditions previously evaluated. These are women who are "Extremely", "Very" or "Somewhat likely" to enlist regardless of circumstances or conditions involved:

- . Based upon their current perception of the military,
- . After being made aware of jobs now available to women in the military and
- . After being made aware of possible future combat involvement

For this reason, women in this group appear to be a key target market for the military. Compared to other NPS women eligible for enlisted service, the military should have relatively good success in its recruiting efforts aimed at women in this group.

a. Size of The Core Group

Almost 6% of NPS women eligible for enlisted service -- 861,400 women* -- have a positive propensity to enlist in the military under all three conditions evaluated in the present study.

* In this case only, the projection includes those with both high and moderate propensity. It was assumed that because these women remained positive throughout the three conditions, they are different from those women who may have had a positive propensity to enlist under the original condition but who shifted to non-propensity, for example, under the possibility of combat exposure condition.

b. Profile of The Core Group

An analysis was conducted which compared this core group (6%) of women to all NPS eligible women (total sample).

1. Demographic Profile:

The core group is younger than NPS eligible women in general and they are less likely to have already made employment or family commitments. Specifically, core group women are:

- . more likely to be 16/17 years old (55% vs. 28%)
- . still in high school (59% vs. 29%)
- . not employed full-time (77% vs. 63%)
- . not currently married (90% vs. 70%) and do not have dependent children under 18 (94% vs. 83%)

(See Table 50)

Core group women also appear to be from a socio-economic background where they may find it more difficult than most young women to get satisfactory civilian jobs. Specifically,

- . over one-third of the core group women are minorities (vs. 14% among all eligible women)

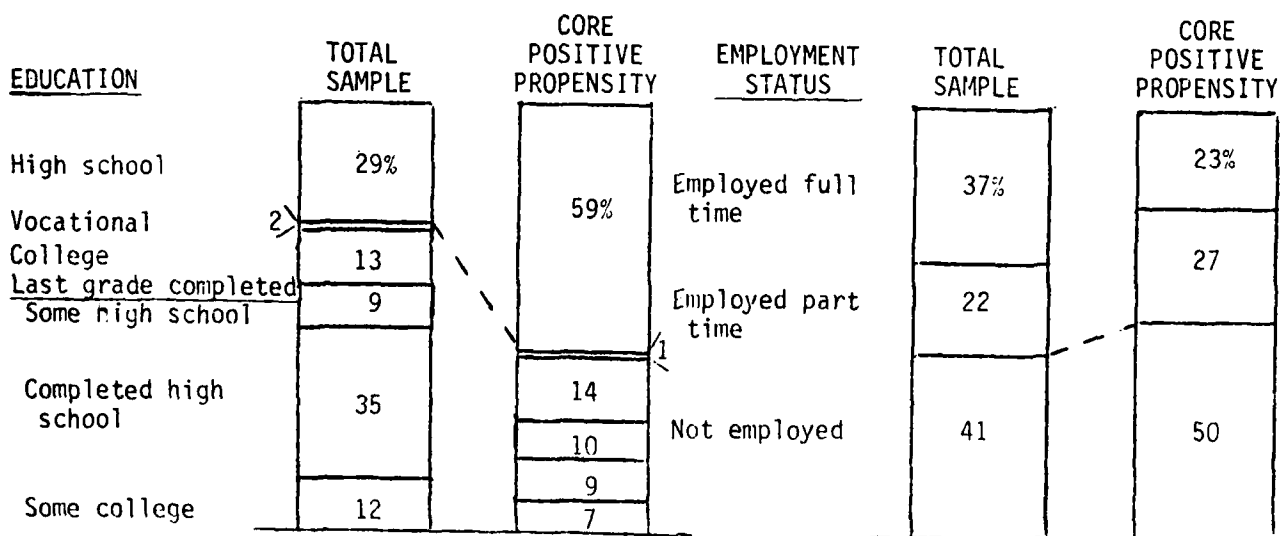
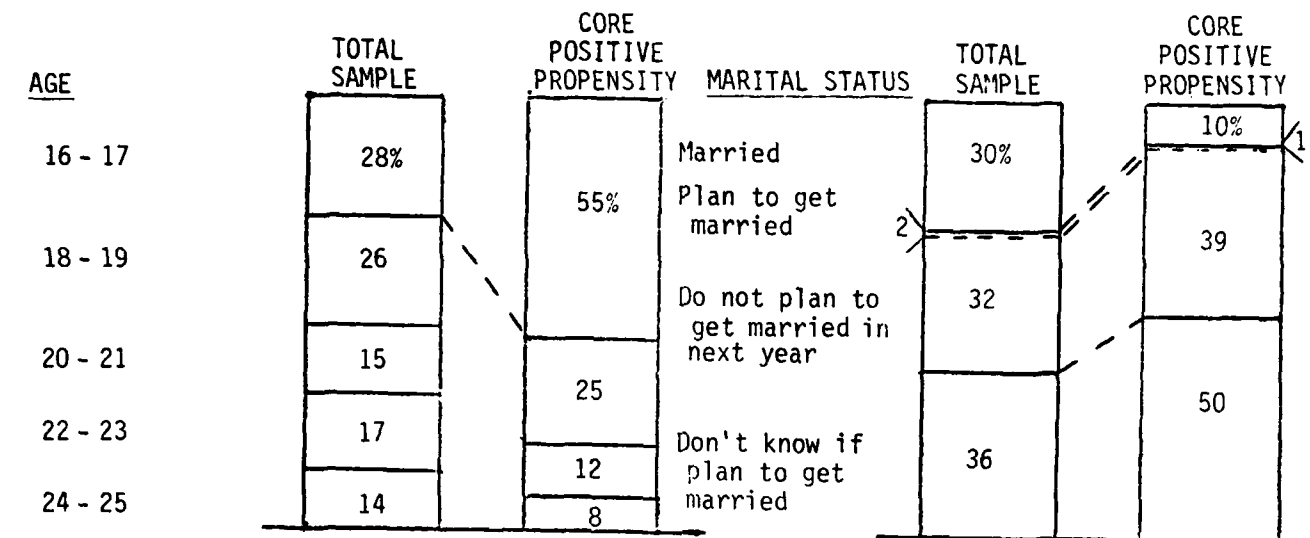
(See Table 51)

TABLE 50

INDIVIDUAL DEMOGRAPHICS

- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY -

(Base: Total In Each Group)



Base: (1600) (90) (1600) (90)

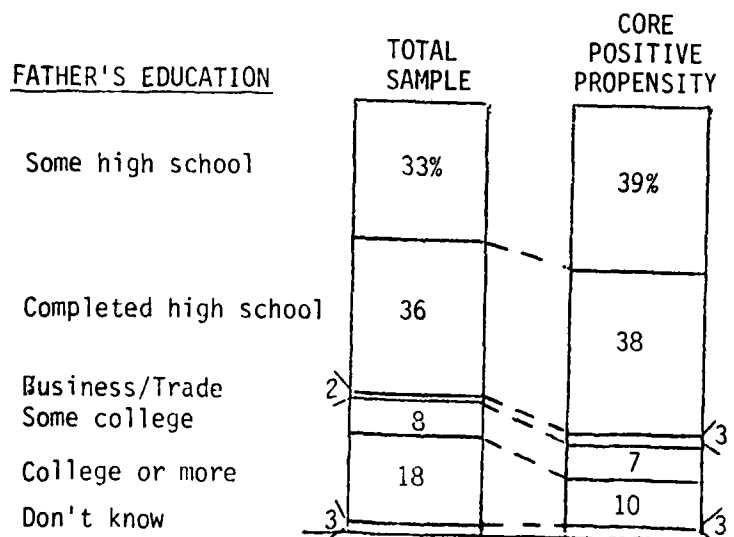
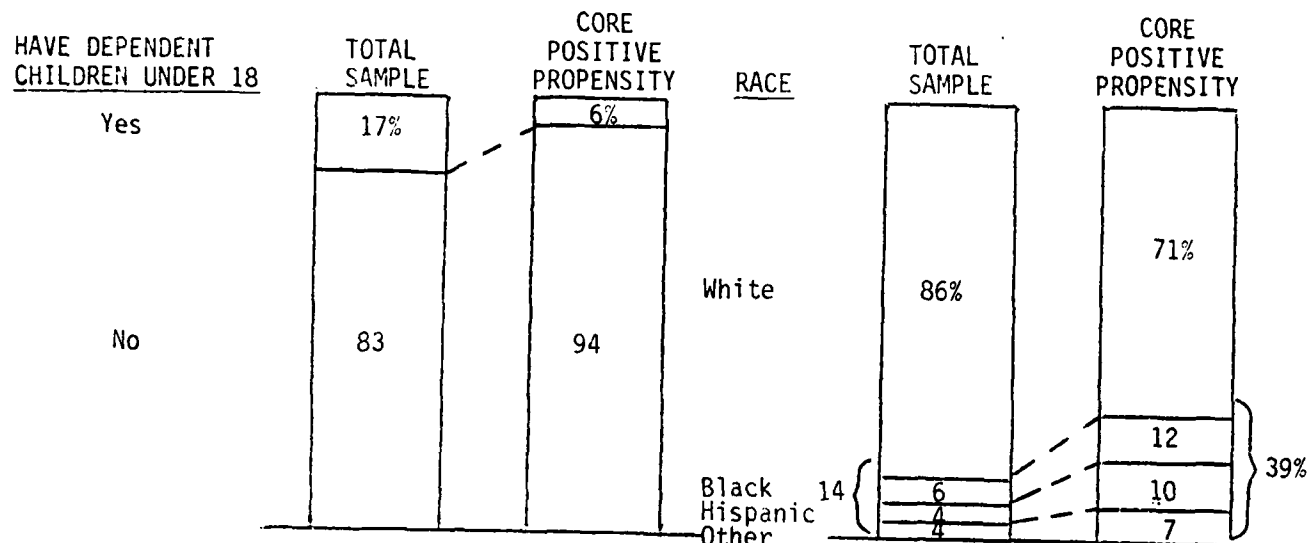
(CONTINUED)

TABLE 51

INDIVIDUAL DEMOGRAPHICS

- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY -

(CONTINUED)



Base:

(1600)

(90)

- . they come from lower socio-economic backgrounds where
 - the father is less likely to have attended college (83% vs. 74% have no college experience)

(See Table 51)

2. Personality/Lifestyle Profile

While most NPS eligible women seem to enjoy challenge, core group women enjoy it even more. Overall, the core group has a significantly different personality/lifestyle profile from other NPS eligible women. This profile appears to be more suitable to military life, even under possible combat conditions.

- . Desire an active, non-sedentary job (76% vs. 65%)
- . Enjoy excitement and danger (73% vs. 41%)
- . Enjoy physical work (53% vs. 32%)
- . Tolerate getting dirty (57% vs. 37%)
- . Are outdoor oriented (21% vs. 37%)
- . Are mechanically inclined (46% vs. 23%)
- . Are not resistant to authority (27% vs. 55%)

(See Table 52)

3. Job Interests

Core group women are different from other NPS eligible women in that they are significantly more interested in working in the following jobs:

- . Legal secretary (47% vs. 32%)
- . Computer technician (42% vs. 29%)

TABLE 52
PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN
- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY GROUP -
(Base: Total In Each Group)

<u>% SAYING EXTREMELY/VERY MUCH LIKE ME</u>	<u>CORE POSITIVE PROPENSITY %</u>	<u>TOTAL SAMPLE %</u>	<u>DIFFERENCE % pts.</u>
I enjoy doing things which challenge me	86	77	+ 9
I like the type of work which would keep me constantly on the move	76	65	+11
I like a little excitement and danger at times	73	41	+32
I enjoy doing things that involve quite a bit of physical exercise	65	51	+14
I don't mind working at a job where you get dirty or messy	57	37	+20
I would rather do physical work than mental work	53	32	+21
I don't mind being outside in all kinds of weather	49	30	+19
I like to take things apart to see how they work	46	23	+23
I prefer a job that involves working with my hands	42	57	-15
I would find it difficult to work in an office	28	27	+ 1
I don't like to be told what to do	27	55	-28
I like to work indoors rather than outdoors	21	37	-16
I prefer a quiet, secure life to an adventurous one	20	29	- 9
Base:	(90)	(1600)	

☐ Significantly different at .05
☐ Significantly different at .01

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

- . Newspaper reporter (31% vs. 20%)
- . X-ray technician (29% vs. 17%)
- . Air-traffic controller (28% vs. 9%)
- . Truck driver (17% vs. 7%)

(See Table 53)

Core group women are similar to all NPS eligible women in that both groups currently have very low interest in working at blue collar/physical labor jobs. However, as suggested above, core group women's personality/lifestyle characteristics are more compatible with these jobs and therefore may offer some potential with the right recruitment incentives.

(See Table 53)

4. Incentives And Barriers to Enlist

The core group is motivated by many of the same job benefits as NPS eligible women in general:

- . Provides men and women equal pay and opportunities (61% vs. 57%)
- . Getting the job you want (61% vs. 60%)
- . Teaches you a valuable trade or skill (48% vs. 44%)
- . Developing your potential (48% vs. 56%)

(See Table 54)

However, in contrast to all NPS eligible women, these women are less likely to be motivated by:

- . Job security (44% vs. 55%)
- . Being able to stay with family/husband (35% vs. 57%)

TABLE 53

YOUNG WOMEN'S INTEREST IN SPECIFIC JOBS
- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY GROUP -

(Base: Total In Each Group)

	CORE POSITIVE PROPENSITY %	TOTAL SAMPLE %	DIFFERENCE % pts.
<u>% SAYING EXTREMELY/VERY INTERESTED</u>			
Legal secretary	47	32	+15
Computer technician	42	29	+13
Photographer	42	34	+ 8
Personnel counselor	37	31	+ 6
Clerk-typist/secretary	33	35	- 2
Nurse	32	25	+ 7
Accountant	31	25	+ 6
Newspaper reporter	31	20	+11
X-ray technician	29	17	+12
Air-traffic controller	28	9	+19
Radio operator	20	11	+ 9
Dental assistant	20	18	+ 2
Draftsman	18	9	+ 9
Truck driver	17	7	+10
Librarian	16	12	+ 4
Chef/cook	14	11	+ 3
Land surveyor	13	8	+ 5
Fire fighter	12	4	+ 8
Carpenter	10	5	+ 5
Mechanic	9	7	+ 2
Security guard	9	4	+ 5
Telephone repairperson	7	5	+ 2
Cargo loader	3	*	+ 3
Brick layer	1	2	- 1

Base: (90) (1600)

*Less than 0.5%

○ Significantly different at .05
□ Significantly different at .01

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be Extremely, Very, Slightly, or Not At All interested in working as a ...
(READ STATEMENT, STARTING WITH RED "X")

TABLE 54

WHAT WOMEN CONSIDER TO BE IMPORTANT WHEN CHOOSING A JOB

- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY GROUP -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY IMPORTANT</u>	<u>CORE POSITIVE PROPENSITY %</u>	<u>TOTAL SAMPLE %</u>	<u>DIFFERENCE % pts.</u>
Provides men and women equal pay and opportunities	61	57	+4
Getting the job you want	61	60	+1
Teaches you a valuable trade or skill	48	44	+4
Developing your potential	48	56	-8
Good income	45	53	-8
Job security	44	55	-11
Being able to make your own decisions on the job	43	38	+5
Retirement income	41	48	-7
Where you can stay with your family or husband	35	57	-22
Fringe benefits	34	44	-10
Recognition and status	28	29	-1
An opportunity to work in another city	27	11	+16
Work outside most of the time	14	11	+3
Base:	(90)	(1600)	

☒ Significantly different at .05
☐ Significantly different at .01

Q.9a I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Slightly Important, or Not At All Important?

which were important motivating benefits to both of the shift groups discussed. Furthermore, the core group does not feel that civilian jobs are more likely than the military to provide the key job benefits they desire.

(See Table 55)

In terms of barriers to enlistment, no more than 34% of the core group have "Extremely" or "Very" serious problems with any of the enlistment-related problems they were asked about.

The highest ranking problems they do cite are:

- . Making a long-term commitment (34%)
- . Lack of personal privacy (29%)

In contrast NPS eligible women in general express considerably greater concern for many of the problems rated.

(See Table 56)

TABLE 55
POTENTIAL VULNERABILITY OF CIVILIAN JOBS

- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY GROUP -

(Base: Total In Each Group)

IMPORTANCE RANK	% WHO BELIEVE THAT BENEFIT IS MUCH MORE/SOMEWHAT MORE LIKELY TO OCCUR IN A CIVILIAN JOB	CORE POSITIVE PROPENSITY	TOTAL SAMPLE	DIFFERENCE % pts.
2	Getting the job you want	14	18	-4
9	Where you can stay with your family or husband	44	47	-3
1	Provides men and women equal pay and opportunities	5	5	+0
4	Developing your potential	3	8	-5
6	Job security	8	9	-1
5	Good income	20	21	-1
5	Retirement income	10	10	+0
8	Teaches you a valuable trade or skill	-	3	-3
10	Fringe benefits	16	8	+8
7	Being able to make your own decisions on the job	30	36	-6
11	Recognition and status	4	12	-8
13	Work outside most of the time	8	7	+1
12	An opportunity to work in another city	-	5	-5
	Base:	(90)	(1600)	

NOTE: Difference needed for statistical significance at the .05 level is 10.2

Q.9b I am going to reread the list of job characteristics. As I read each characteristic, please tell me whether you feel it would be more likely to occur in the military service or in a civilian job, or would it occur in either one? Would you say that would be much more likely to occur in either one? (THE MILITARY SERVICE/A CIVILIAN JOB?)

TABLE 56

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY
- TOTAL SAMPLE VS. CORE POSITIVE PROPENSITY GROUP

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/VERY SERIOUS</u>	<u>CORE POSITIVE PROPENSITY %</u>	<u>TOTAL SAMPLE %</u>	<u>DIFFERENCE % pts.</u>
You have to make a long-term commitment	34	56	-22
You wouldn't have personal privacy	29	44	-15
You might get seriously injured	28	40	-12
Don't know enough about military life	24	33	-9
Cannot always choose the type of work or job you want	22	42	-20
The pay	21	34	-13
You have to move away from home	19	50	-31
Basic training seems too tough	18	24	-6
Your mother might disapprove	16	32	-16
Not knowing how to go about enlisting	16	15	+1
The kind of people you might meet in the military	15	21	-6
Friends might not think well of you	14	10	+4
Your father might disapprove	11	24	-13
Religious or moral objections to the military	5	20	-15
Base:	(90)	(1600)	

☐ Significantly different at .05
☐ Significantly different at .01

Q.13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

E. PROPENSITY BY REGION UNDER DIFFERENT CONDITIONS

While positive propensity to enlist is higher in some census regions than in others (e.g., 18% in New England vs. 5% in West North Central for the current perception condition), none of the 9 census regions show a significant difference from the country as a whole for the three conditions evaluated in this study. The only significant difference occurred in the combat exposure condition where the proportion of women having high positive propensity to enlist (13%) was significantly larger than that for the country as a whole (4%).

(See Table 57)

As noted earlier, the level of positive propensity to enlist for the country as a whole shows significant increase from the current perception condition (11%) to the job awareness condition (20%), and a significant decrease from the job awareness condition to the combat exposure condition (15%). While this general pattern occurs for most of the nine census regions, it should be noted that:

- Positive propensity to enlist does not drop in the West South Central or Pacific regions after the possibility of combat is introduced.
- In a number of regions the increases and/or decreases in positive propensity from one condition to another are not significant.*

(See Table 57)

Overall, the findings regarding level of positive propensity by geographic region suggest that the thrust of the military's marketing/recruitment efforts would not have to be tailored to address different regional patterns. However, the relatively few geographic variations that exist should be reviewed to determine if specialized treatment is merited.

* The failure for most of these increases and/or decreases to achieve statistical significance would appear to reflect the sample sizes in the regions as opposed to the absence of the pattern seen nationally.

TABLE 57

PROPENSITY TO ENLIST IN THE MILITARY UNDER DIFFERENT CONDITIONS
BY CENSUS REGION

(Base: Total Random Sample Plus Supplemental Sample)

	NATIONAL TOTAL *	NEW** ENGLAND	MIDDLE ATLANTIC	EAST NORTH CENTRAL	WEST** NORTH CENTRAL	SOUTH ATLANTIC	EAST** SOUTH CENTRAL	WEST SOUTH CENTRAL	MOUNTAIN**	PACIFIC
	%	%	%	%	%	%	%	%	%	%
Positive propensity based on current perception	11	18	10	12	5	11	14	13	12	8
High	3	2	3	2	3	5	2	7	3	2
Moderate	8	16	7	10	2	6	12	6	9	6
Positive propensity knowing jobs avail- able	20 ⁺	27	16 ⁺	22 ⁺	14 ⁺	22 ⁺	23	23 ⁺	19	18 ⁺
High	6	5	4	7	5	8	5	12	6	5
Moderate	14	22	12	15	9	14	18	11	12	13
Positive propensity knowing of combat possibility	15 ⁺⁺	20	10 ⁺⁺	13 ⁺⁺	10	16	16	22	14	18
High	4	5	2	4	2	5	2	13	6	5
Moderate	11	15	8	9	8	11	14	9	8	13
Base:	(1600)	(157)	(265)	(340)	(169)	(259)	(155)	(159)	(164)	(180)

* Based only on 1600 in random sample.

** In those regions where the random sample did not provide a large enough base from which to conduct a valid analysis, a supplemental sample was also used.

○ Significantly different from National Total at .05 level

+ Significantly different from positive propensity based on current perception at .05 level

++ Significantly different from positive propensity knowing jobs available at .05 level

F. YOUNG WOMEN'S JOB INTERESTS

1. Classification of Jobs by the Military

Historically, jobs available in the military services have been thought of in terms of two broad classifications: "Traditional jobs" open to women and "Non-traditional jobs" for women which have, in the past exclusively been the domain of men. (It should be noted here that the various branches of the service do not always classify jobs in the same way).

2. Development of Women's Job Interest Clusters

In order to determine whether young women's perceptions of available military jobs differ from the military's perceptions, a special statistical analysis was conducted for the purpose of assessing the dimensions on which young women's jobs interests cluster.* This analysis consisted of the following steps:

- . Compiling a list of jobs representing jobs currently available to young women in the military who do not have a college degree.**
- . Obtaining ratings from women in this study with regard to how interested they were in working at the 24 jobs on the list.
- . Subjecting the ratings to a computer analysis which objectively groups those jobs young women associate with one another (i.e., rate similarly into job dimension factors or clusters).
- . Labeling each cluster in a way which describes the jobs they contain as succinctly as possible.

The result of this procedure was to reduce the list of 24 jobs to 8 dimensions or job clusters. These are described as follows:

* The technique used, R-Factor analysis, examines correlations among many variables simultaneously. A detailed description of the technique is provided in the Technical Appendix.

** The list of jobs is contained in Appendix B, page 107.

1) White Collar/Clerical/Detail Oriented Jobs

Accountant, Clerk-typist/secretary, Computer technician, Legal secretary

2) Creative Jobs

Newspaper reporter, Personnel counselor, Photographer

3) Medically Related Jobs

Dental assistant, Nurse, X-ray technician

4) Librarian*

5) Chef/Cook*

6) Technical Jobs

Air-traffic controller, Draftsman, Radio operator

7) Land Surveyor*

8) Blue Collar/Physical labor jobs

Brick layer, Cargo loader, Carpenter, Fire fighter, Mechanic, Security guard, Telephone repairperson, Truck driver

3. How Clusters Compare to Military Classifications

Of the eight clusters derived from the special statistical analysis:

- . One cluster consisted entirely of non-traditional jobs
- . Three clusters consisted entirely of traditional jobs
- . Four clusters consisted of a mixture of traditional jobs and jobs defined by some services as non-traditional

* These jobs were so weakly associated with the other job clusters that they became separate independent dimensions.

a. Non-Traditional Job Clusters

Of the thirteen jobs defined by the services as non-traditional, eight jobs were classified by young women into a single cluster -- the Blue Collar/Physical Labor Cluster -- which consists of the jobs shown in cluster number eight above.

b. Traditional Job Clusters

Three clusters consisted only of jobs classified as traditional; these clusters grouped jobs into:

3) <u>Medically Related Cluster</u>	5) <u>Chef/Cook Cluster</u>	7) <u>Land Surveyor Cluster</u>
Dental assistant Nurse X-ray technician	Chef/Cook	Land Surveyor

c. Mixed Job Clusters

The remaining five jobs defined as non-traditional by at least one or more of the services were classified by women in clusters containing other jobs that are usually classified as traditional by the services. This resulted in the following four mixed clusters containing both traditional and non-traditional jobs:

<u>SPECIFIC JOB</u>	<u>BRANCH CLASSIFYING JOB AS NON-TRADITIONAL</u>	<u>CLUSTER WOMEN CLASSIFIED JOB WITH:</u>
Computer technician	Navy	1) <u>White Collar/Clerical Cluster</u> Clerk-typist (Trad.) Legal secretary (Trad.) Accountant (Trad.)
Photographer	Army	2) <u>Creative Job Cluster</u> Personnel counselor (Trad.) Newspaper reporter (Trad.)

<u>SPECIFIC JOB</u>	<u>BRANCH CLASSIFYING JOB AS NON-TRADITIONAL</u>	<u>CLUSTER WOMEN CLASSIFIED JOB WITH:</u>
Librarian	Navy	4) Librarian Cluster (Unknown)
Draftsman	Navy	6) <u>Technical Cluster</u> * Air-traffic controller * Radio operator
Radio Operator	Army	6) <u>Technical Cluster</u> * Air-traffic controller * Draftsman

4. Jobs In Which Women Are Most Interested

Women eligible for NPS enlisted services are generally more interested in jobs classified by the military as traditional than they are in those classified by the military as non-traditional. Table 58 shows that young women have greatest interest in white collar/clerical jobs and in creative jobs. There is also relatively high interest in medically related jobs.

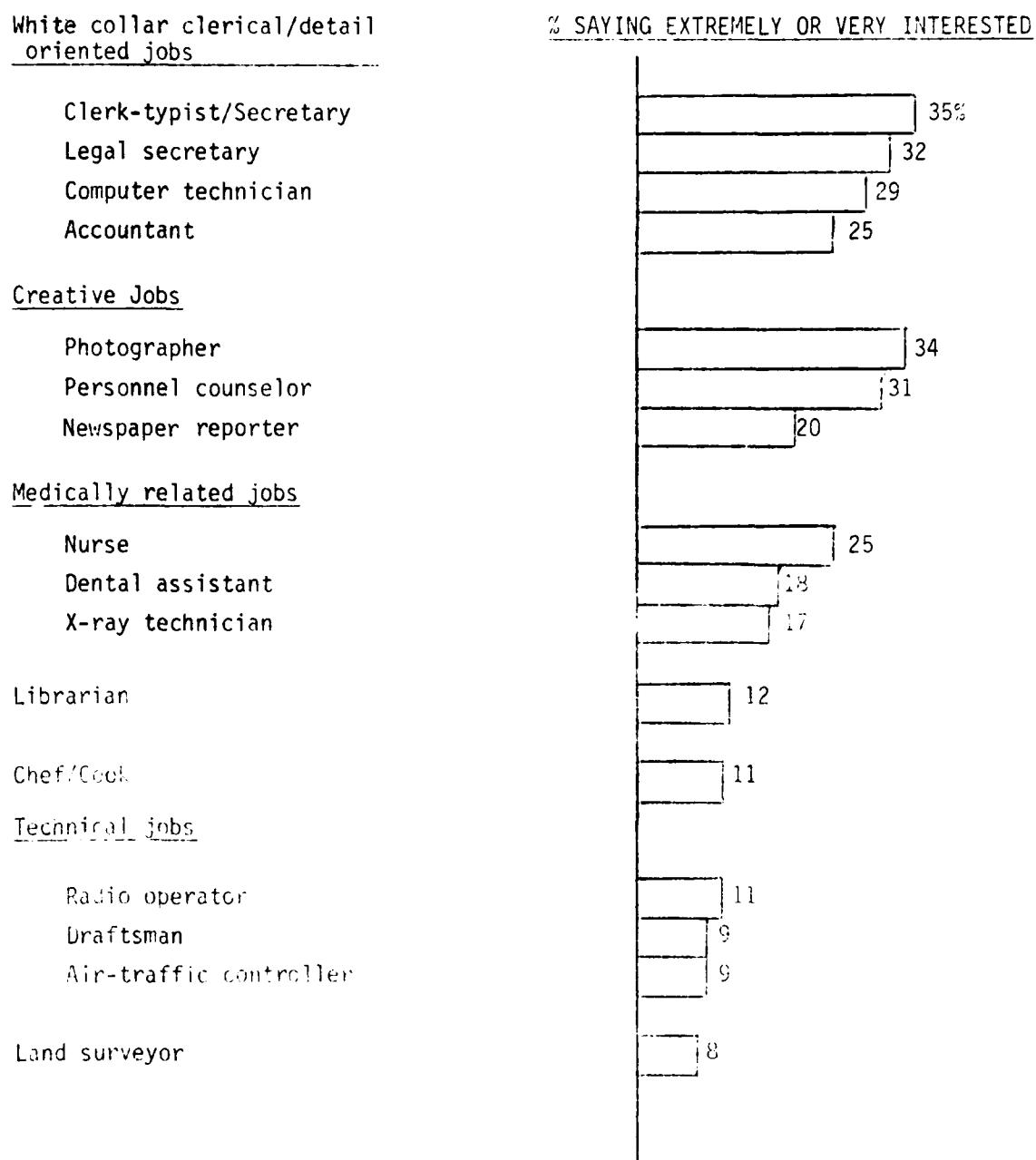
Interest in most other jobs is considerably lower. In particular, it should be noted that most blue collar/physical labor jobs, a major class of non-traditional jobs, fall into the group of jobs for which NPS eligible women currently express low interest.

* These jobs are classified as traditional by at least one branch of the Armed Services.

TABLE 58

YOUNG WOMEN'S INTEREST IN JOB DIMENSIONS

(Base: Total Sample)



(CONTINUED)

TABLE 58

YOUNG WOMEN'S INTEREST IN JOB DIMENSIONS
(CONTINUED)

<u>Blue collar/physical labor jobs</u>	<u>% SAYING EXTREMELY OR VERY INTERESTED</u>
Mechanic	7
Truck driver	7
Telephone repairperson	5
Carpenter	5
Fire fighter	4
Security guard	4
Brick layer	2
Cargo loader	*

Base: (1600)

* = Less than 0.5%

5. Opportunity for Increasing Interest in Non-Traditional Jobs

It is clear that at present, young women's job interests parallel historical patterns of traditional job options available to them in the military. However, the low level of interest in blue collar jobs expressed by women at present does not necessarily imply that there is no potential for the military to attract greater numbers of women into such jobs. Much will depend upon the way the recruiting establishment positions these jobs, particularly in relation to the various job benefits women seek. Thus, blue collar jobs could be offered as a way for young women to accomplish career objectives. Very possibly, there are women who will be happy to trade off certain negatives associated with non-traditional jobs in order to achieve important career goals.

6. Segmentation Based on Job Interests

Women eligible for NPS enlisted military service were also segmented on the basis of their job interests in order to determine whether there are different groups of women interested in different types of jobs. The resulting job interest segments were then further analyzed to determine their demographic characteristics, personality/lifestyle characteristics, attitudes and behavior patterns. Understanding all of these differences can be useful in helping the military more effectively target its marketing/communications efforts.

a. Development of the Segments

In order to develop segments based on job interests of young women eligible to enlist in the military, the following analytical steps were performed:

- . A second statistical computer analysis* was conducted using the ratings of interest women gave to each of the 24 jobs.
- . As a result of this analysis, women were placed into homogeneous groups in terms of the similarity of their pattern of response.
- . Segmentation was completed among approximately 75% of women in the sample and produced four unique groups of women.**
- . Each group was assigned a name based on its distinctive nature.

Table 59 shows the percentages and corresponding numbers of women who fall into the four segments identified

* The statistical technique used, Q-Factor Analysis, is described in detail in the Technical Appendix.

** About 25% of women were eliminated from this analysis for technical reasons. See Technical Appendix for further explanation.

by this segmentation analysis. Although the women excluded from the analysis account for 25% of the young women eligible to enlist, these women offer the military little potential.

- . They have a significantly below average positive propensity to enlist in the military and they account for only 7% of the current positive propensity group.
- . These women are less interested than other women in all jobs now available to enlisted women in the military.

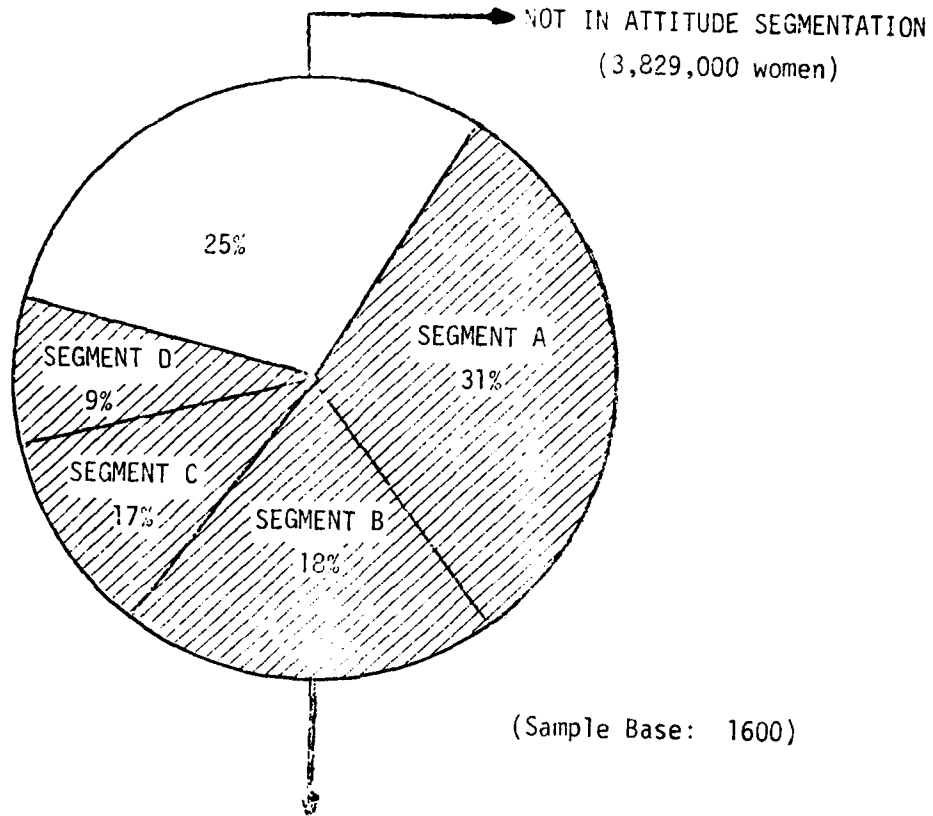
Table 60 shows the proportion of current positive propensity women vs. non-propensity women in each of the four segments as well as for those women eliminated from the segmentation analysis. Table 61 shows the level of positive propensity to enlist under the different conditions for the total sample, for women excluded from the segmentation analysis and for women included in the segmentation analysis.

TABLE 59

-115-

SEGMENTATION OF YOUNG WOMEN ELIGIBLE
TO ENLIST IN THE MILITARY

(Base: Total Sample)



	100%	
SEGMENT A	42%	(4,824,000 women)
SEGMENT B	24	(2,756,000 women)
SEGMENT C	23	(2,642,000 women)
SEGMENT D	11	(1,263,000 women)
Total In Attitude Segmentation (11,485,000 women)		
(Sample Base: 1191)		

TABLE 60
 PROPORTION OF CURRENT POSITIVE PROPENSITY
 VS. NON-PROPENSITY WOMEN IN EACH SEGMENT
 (Base: Total In Each Group)

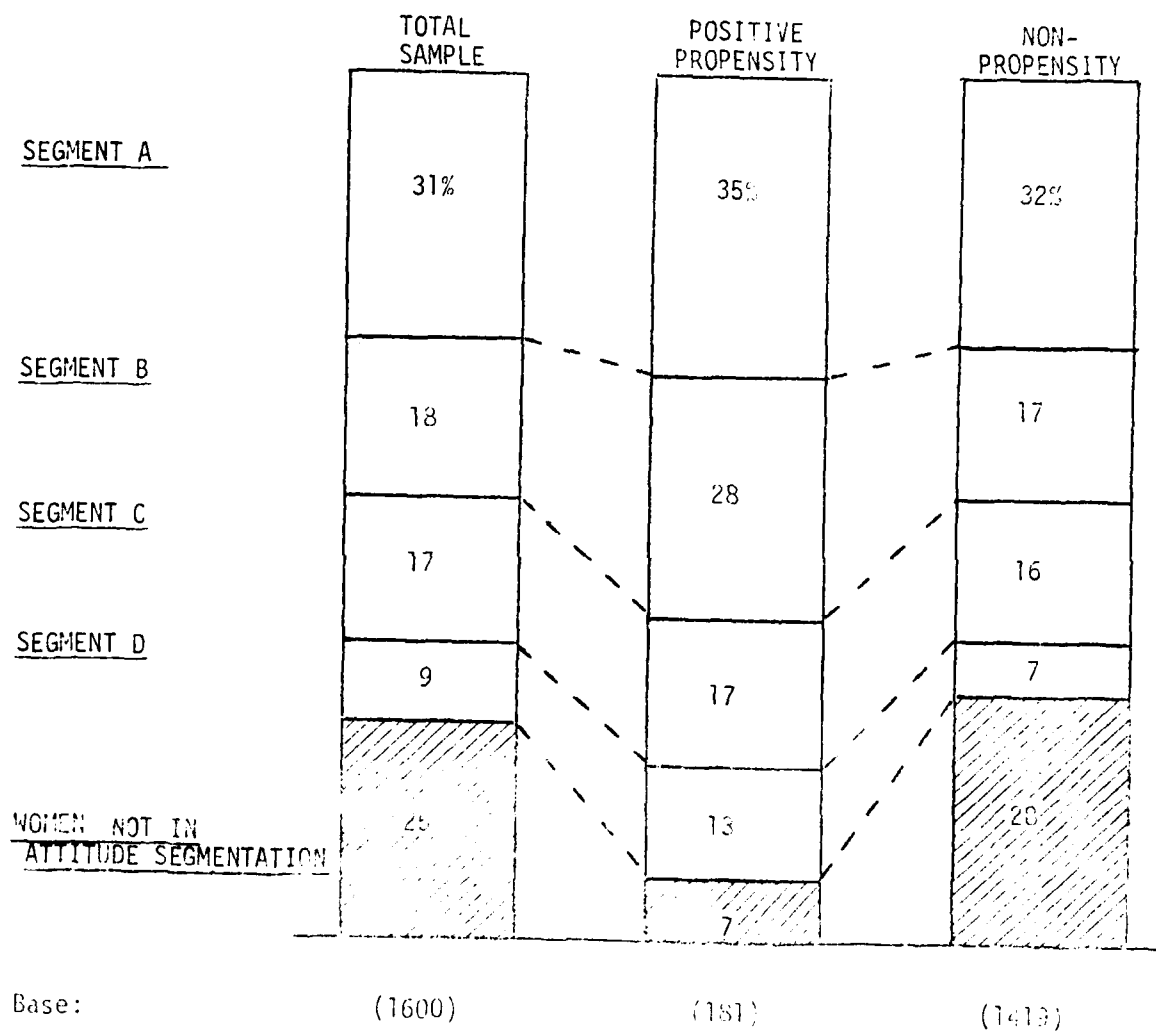


TABLE 61

PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS

- WOMEN EXCLUDED FROM ATTITUDE SEGMENTATION VS. WOMEN IN ATTITUDE SEGMENTATION -

(Base: Total In Each Group)

<u>POSITIVE PROPENSITY BASED ON:</u>	<u>TOTAL SAMPLE</u>	<u>WOMEN EXCLUDED FROM SEGMENTATION</u>	<u>WOMEN IN SEGMENTATION</u>
<u>CURRENT PERCEPTION</u>	%	%	%
High Positive Propensity	11	3	14
Moderate Positive Propensity	3	*	4
	8	3	10
<u>AWARE OF JOBS AVAILABLE</u>			
High Positive Propensity	20	6	25
Moderate Positive Propensity	6	2	4
	14	4	21
<u>AWARE OF POSSIBLE COMBAT INVOLVEMENT</u>			
High Positive Propensity	15	8	18
Moderate Positive Propensity	4	2	3
	11	6	15
Base	(1600)	(409)	(1191)

* Less than .05%

Significantly different at .05
Significantly different at .01

b. Four Segments of Women

The segmentation analysis yielded four groups of women:

- A. Clerically oriented office women
- B. Medically inclined women
- C. Glamour seeking women
- D. Independent/technically oriented women

The women in these segments are distinctly different on several characteristics, especially their plans for the next few years and their personality/lifestyle characteristics. In spite of these differences, all four segments appear to have some utility for the military. As Table 62 shows, they all have at least average positive propensity to enlist in the military under all three conditions, and Segments B and D have an above average positive propensity to enlist under all conditions.

It should be noted that interest in blue collar jobs among women in all four of these attitudinal segments is very low.

Knowledge of the distinctive needs of each of the segments of women can be especially useful to the military in developing and tailoring their recruiting activities to address the individual needs of potential female enlistees in each of these segments. The four segments and their characteristics are discussed as follows:*

* Not all available findings are shown for women in each segment. Only those findings which contribute to an understanding of the segment are shown. Additional data are available upon request.

TABLE 62

PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS BY SEGMENT

ATTITUDE SEGMENTS A - D

(Base: Total In Each Group)

POSITIVE PROPENSITY BASED ON:

	SEGMENTS			
	A %	B %	C %	D %
<u>CURRENT PERCEPTION</u>	<u>12</u>	<u>18</u>	<u>12</u>	<u>18</u>
High Positive Propensity	4	5	2	4
Moderate Positive Propensity	8	13	10	14
<u>AWARE OF JOBS AVAILABLE</u>	<u>24</u>	<u>28</u>	<u>22</u>	<u>31</u>
High Positive Propensity	8	7	9	8
Moderate Positive Propensity	16	21	13	23
<u>AWARE OF FUTURE COMBAT INVOLVEMENT</u>	<u>16</u>	<u>19</u>	<u>16</u>	<u>25</u>
High Positive Propensity	5	4	7	8
Moderate Positive Propensity	11	15	9	17
Base:	(513)	(288)	(264)	(264)

activities less than other women, and they have an orientation towards cleanliness.

(See Table 68)

Action Taken To Learn About The Military

Although Segment A women have about average positive propensity to enlist under all conditions evaluated, they are significantly less likely than others to have discussed the possibility of enlistment with friends and/or had contact with the military recruiting establishment.

(See Table 69)

TABLE 63
PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS

- SEGMENT A -

(Base: Total In Segment A)

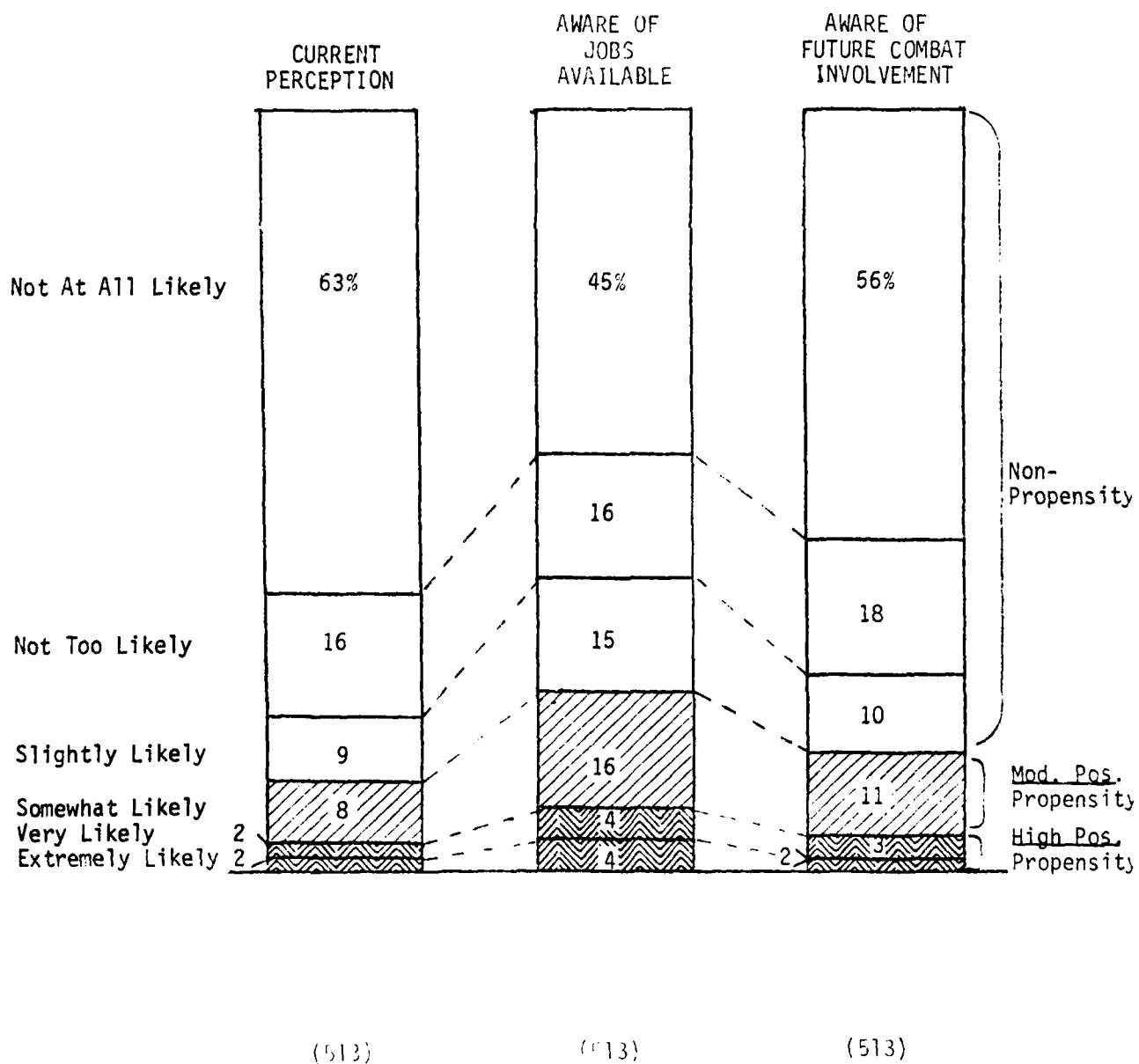


TABLE 64
 YOUNG WOMEN'S INTEREST IN JOBS
 - SEGMENT A -
 (Base: Total In Each Group)

<u>% Saying Extremely/ Very Interested</u>	<u>SEGMENT A</u> <small>%</small>	<u>BALANCE</u> <small>%</small>	<u>DIFFERENCE</u> <small>% pts.</small>
Clerk/typist/Secretary	68	19	<input checked="" type="checkbox"/> 49
Legal secretary	64	20	<input checked="" type="checkbox"/> 44
Accountant	49	17	<input checked="" type="checkbox"/> 32
Computer technician	49	26	<input checked="" type="checkbox"/> 23
Dental assistant	24	22	+ 2
Security guard	5	4	+ 1
Brick layer	2	2	+ 0
Telephone repairperson	6	6	+ 0
Librarian	14	15	- 1
Cargo loader	*	1	- 1
Mechanic	7	9	- 2
Draftsman	10	12	- 2
Truck driver	6	9	- 2
Fire fighter	4	7	- 3
Chef/Cook	12	15	- 3
Personnel counselor	36	39	- 3
Carpenter	4	8	- 4
Land surveyor	8	12	- 4
Air-traffic controller	8	15	<input checked="" type="checkbox"/> 7
Radio operator	10	18	<input checked="" type="checkbox"/> 8
Newspaper reporter	20	29	<input checked="" type="checkbox"/> 9
X-ray technician	14	27	<input checked="" type="checkbox"/> 13
Photographer	30	50	<input checked="" type="checkbox"/> 20
Nurse	14	41	<input checked="" type="checkbox"/> 27
Base:	(513)	(678)	

* Less than 0.5%

☒ Significantly different at .05
☐ Significantly different at .01

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be extremely, very, slightly, or not at all interested in working as a

TABLE 65
HIGH SCHOOL EDUCATION PROGRAM
- SEGMENT A -

(Base: Total In Each Group)

EDUCATIONAL PROGRAM
IN HIGH SCHOOL

	SEGMENT A	BALANCE
College Preparatory	30%	49%
Commercial or Business training	50%	23%
Vocational	20%	28%

$\chi^2=84.52$, Sig. at .01

Base:

(513)

(678)

TABLE 66
MATH AND SCIENCE COURSES TAKEN

- SEGMENT A -

(Base: Total in Each Group)

<u>COURSES HAVE TAKEN AND PASSED</u>	<u>SEGMENT A</u>	<u>BALANCE</u> %	<u>DIFFERENCE</u> % pts.
<u>Math Courses</u>			
Elementary algebra	70	75	- 5
Plane geometry	43	53	-10
Intermediate algebra	44	52	- 8
Trigonometry	12	17	- 5
None of these	15	13	+ 2
 Science courses with electricity/electronics	 25	 32	 - 7

Base: (513) (678)

○ Significantly different at .05
□ Significantly different at .01

TABLE 67
HOUSEHOLD DEMOGRAPHICS
- Segment A -
(Base: Total In Segment A)

<u>INCOME</u>	SEGMENT A	BALANCE
Under \$10,000	32%	21%
\$10,000 - \$14,999	19	22
\$15,000 - \$24,999	33	34
\$25,000 or more	16	23

$\chi^2=38.32$, Sig. at .01

<u>FATHERS' EDUCATION</u>	SEGMENT A	BALANCE
Some high school	39%	29%
Completed high school	37	36
College or more	24	35

$\chi^2=22.13$, Sig. at .01

Base: (513) (678)

TABLE 68
PSYCHOLOGICAL/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- SEGMENT A -

(Base: Total In Each Group)

% SAYING EXACTLY/VERY MUCH LIKE ME	SEGMENT A %	BALANCE %	DIFFERENCE % pts.
I like to work indoors rather than outdoors	47	27	+20
I prefer a quiet, secure life to an adventurous one	33	23	+10
I enjoy doing things which challenge me	76	78	- 2
I like the type of work which would keep me constantly on the move	66	68	- 2
I don't like to be told what to do	43	46	- 3
I would rather do physical work than mental work	27	32	- 5
I prefer a job that involves working with my hands	53	60	- 7
I enjoy a little excitement and danger at times	38	46	- 8
I don't mind being outside in all kinds of weather	25	35	-10
I like to take things apart to see how they work	18	28	-10
I enjoy doing things that involve quite a bit of physical exercise	45	56	-11
I don't mind working at a job where you get dirty or messy	26	46	-20
I would find it difficult to work in an office	12	36	-24
Base:	(513)	(678)	

○ Significantly different at .05
□ Significantly different at .01

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

TABLE 69

ACTION TAKEN IN THE PAST SIX MONTHS TO LEARN ABOUT THE MILITARY

- SEGMENT A -

(Base: Total In Each Group)

	SEGMENT A %	BALANCE %	DIFFERENCE % pts.
<u>CONTACT WITH FAMILY/FRIENDS (NET)</u>	<u>29</u>	<u>38</u>	<u>- 9</u>
Discussed possibility of enlistment with friends	18	28	-10
Discussed possibility of enlistment with one or both parents	16	21	- 5
Discussed possibility of enlistment with boyfriend or husband	14	19	- 5
<u>CONTACT WITH RECRUITERS (NET)</u>	<u>41</u>	<u>49</u>	<u>- 8</u>
Received recruiting literature in mail	32	39	- 7
Called/went to a recruiting station	6	8	- 2
Sent for recruiting literature	4	9	- 5
<u>BEEN PERSONALLY CONTACTED BY A RECRUITER</u>	<u>15</u>	<u>22</u>	<u>- 7</u>
<u>Specific Branch of service</u>			
Army	7	12	- 5
Air Force	4	4	+ 0
Marines	3	3	+ 0
Navy	3	4	- 1
Reserves	1	-	+ 1
Coast Guard	*	*	+ 0
National Guard	*	1	- 1
ROTC	-	-	+ 0
Base:	(513)	(678)	

*Less than 0.5%

- ☐ Significantly different at .05
☐ Significantly different at .01

Q.10b In the past six months. (READ LIST)
 Have you ever been personally contacted by a recruiter?
 (ASK IF "YES" IN Q.10b)
 Which branch of service was that? (DO NOT READ LIST)

2. SEGMENT B - MEDICALLY INCLINED WOMEN

Segment B accounts for 18% of women eligible for NPS enlisted service and 25% of women included in the attitudinal segmentation. These women are interested in medically related jobs which the military has traditionally offered to women. Otherwise, women in Segment B desire the same job benefits, have the same perception of the military and have the same barriers against enlistment as women in other segments. These women have an above average positive propensity to enlist based upon their current perception of the military and after being made aware of jobs now available to women in the military. They account for 28% of the original positive propensity group.

(See Tables 60 and 70)

Job Interests/Orientation

This segment has been named MEDICALLY INCLINED WOMEN because a significantly higher proportion of these women than others are interested in medically related jobs traditionally held by women (Table 71). Since some of these jobs require a college education, it is interesting to note that Segment B women are more likely than women in other segments to have taken college preparatory courses (Table 72). They also plan to be in school the next few years as can be seen in Table 73. Furthermore, they tolerate getting dirty or messy, which often occurs in medical jobs, and they enjoy some physical activities.

(See Table 74)

TABLE 70
 PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS
 - SEGMENT B -
 (Base: Total In Segment B)

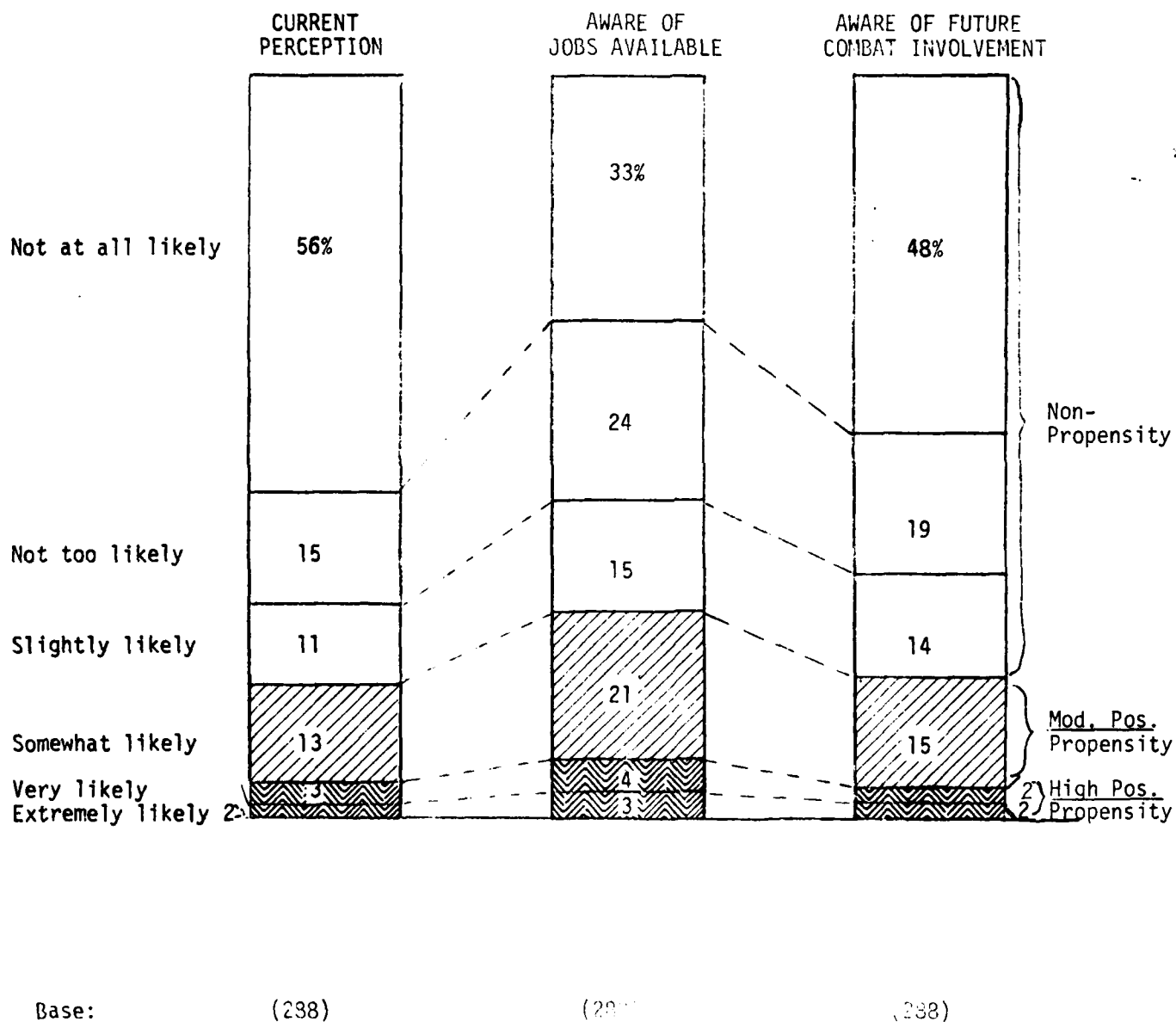


TABLE 71
YOUNG WOMEN'S INTEREST IN JOBS
- SEGMENT B -

(Base: Total in Each Group)

% SAYING EXTREMELY/VERY INTERESTED	SEGMENT B	BALANCE	DIFFERENCE
	%	%	% Pts.
Nurse	72	16	+56
X-ray technician	45	14	+31
Dental assistant	39	18	+21
Librarian	15	14	+ 1
Truck driver	9	8	+ 1
Cargo loader	1	*	+ 1
Brick layer	1	2	- 1
Mechanic	7	9	- 2
Fire fighter	4	6	- 2
Security guard	3	5	- 2
Chef/cook	11	14	- 3
Carpenter	4	7	- 3
Radio operator	11	15	- 4
Air-traffic controller	9	13	- 4
Land surveyor	6	11	- 5
Telephone repairperson	3	8	- 5
Personnel counselor	33	39	- 6
Draftsman	5	13	- 8
Newspaper reporter	16	28	-12
Photographer	30	45	-15
Computer technician	23	40	-17
Clerk-typist/secretary	26	44	-18
Legal secretary	24	43	-19
Accountant	15	45	-20

Base:

(288)

(903)

* Less than 0.5%

○ Significantly different at .05
□ Significantly different at .01

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be extremely, very, slightly, or not at all interested in working as a ...

TABLE 72

HIGH SCHOOL EDUCATION PROGRAM

- SEGMENT B -

(Base: Total In Each Group)

<u>EDUCATION PROGRAM IN HIGH SCHOOL</u>	SEGMENT B	BALANCE
College Preparatory	51%	38%
Commercial or Business Training	19	40
Vocational	30	22
$\chi^2 = 40.19$, Sig. at .01		
Base:	(288)	(903)

TABLE 73
PLANS FOR NEXT FEW YEARS
- SEGMENT B -
(Base: Total In Each Group)

	<u>SEGMENT B</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % Pts.
Working	53	65	-12
Going to school	60	50	+10
Being a housewife	14	11	+ 2
Getting married	5	9	- 4
Doing nothing	1	1	+ 0
Joining the military	1	1	+ 0
Don't know/no answer	1	1	+ 0
Base:	(288)	(903)	

Multiple Response

☐ Significantly different at .01

Q.2a Now, let's talk about your plans for the next few years. What do you think you might be doing?

TABLE 74
PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

SEGMENT B

(Base: Total In Each Group)

% SAYING EXACTLY/VERY MUCH LIKE ME	SEGMENT B %	BALANCE	DIFFERENCE % Pts.
I don't mind working at a job where you get dirty or messy	47	34	<input type="checkbox"/> +13
I enjoy doing things that involve quite a bit of physical exercise	58	50	<input type="checkbox"/> + 8
I prefer a job that involves working with my hands	60	56	+ 4
I don't mind being outside in all kinds of weather	33	30	+ 3
I would rather do physical work than mental work	32	29	+ 3
I prefer a quiet, secure life to an adventur- ous one	29	27	+ 2
I would find it difficult to work in an office	27	25	+ 2
I like to take things apart to see how they work	25	23	+ 2
I like the type of work which would keep me constantly on the move	67	67	+ 0
	35	35	+ 0
I like to work indoors rather than outdoors			
I don't like to be told what to do	42	45	- 3
I enjoy doing things which challenge me	74	78	- 4
I enjoy a little excitement and danger at times	38	44	- 6
Base:	(288)	(903)	

☐ Significantly different at .05☐ Significantly different at .01

Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

Unlike Segment A, clerically oriented office women, a significantly smaller proportion of Segment B women than others are interested in clerical jobs. Consistent with this finding, Table 75 shows that Segment B women are also less likely than others to say they will be working at a desk in a business office in the next few years. Furthermore, a significantly smaller proportion of Segment B women are interested in creative jobs.

TABLE 75
 LIKELIHOOD TO DO VARIOUS JOBS
 - SEGMENT B -
 (Base: Total In Segment B)

<u>% SAYING DEFINITELY/PROBABLY</u>	<u>SEGMENT B</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % Pts.
Working at a desk in a business office	42	61	<input type="checkbox"/> -19
Working as a salesperson	43	44	- 1
Working at a restaurant	24	21	+ 3
Base:	(288)	(903)	

Note: Top 2 boxes on 4 Point Scale

☐ Significantly different at .01

Q.3a Now, I'm going to read you a list of several things which young women your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be ... (READ STATEMENT)? Would you say "definitely," "Probably," "Probably Not," or "Definitely Not"?

3. SEGMENT C - GLAMOUR SEEKING WOMEN

Segment C accounts for 17% of young women eligible for NPS enlisted service and 23% of women included in the attitudinal segmentation. These women are interested in creative jobs, of which the military has relatively few to offer to women in enlisted service. These women appear to be concerned about the more glamorous job benefits, and are relatively less concerned about economic benefits. They generally have the same perception of the military as those women in other segments. They have an average positive propensity to enlist, as shown in Table 76, and account for 17% of the original positive propensity group.

(See Table 60)

Job Interests/Orientation

This segment has been named GLAMOUR SEEKING WOMEN because a significantly higher proportion of these women than others are interested in creative/glamorous jobs such as photographer, newspaper reporter and personnel counselor (Table 77). They desire a glamorous life which will have exciting adventures. They are outdoor oriented and tolerate getting dirty or messy in order to achieve their aspirations (Table 78). However, Segment C women may have limited utility to the military because they tend to be resistant to authority, and are relatively more concerned than women in the other segments about being able to choose the type of work they want and about maintaining personal privacy.

(See Table 79)

TABLE 76
 PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS
 - SEGMENT C -
 (Base: Total In Each Group)

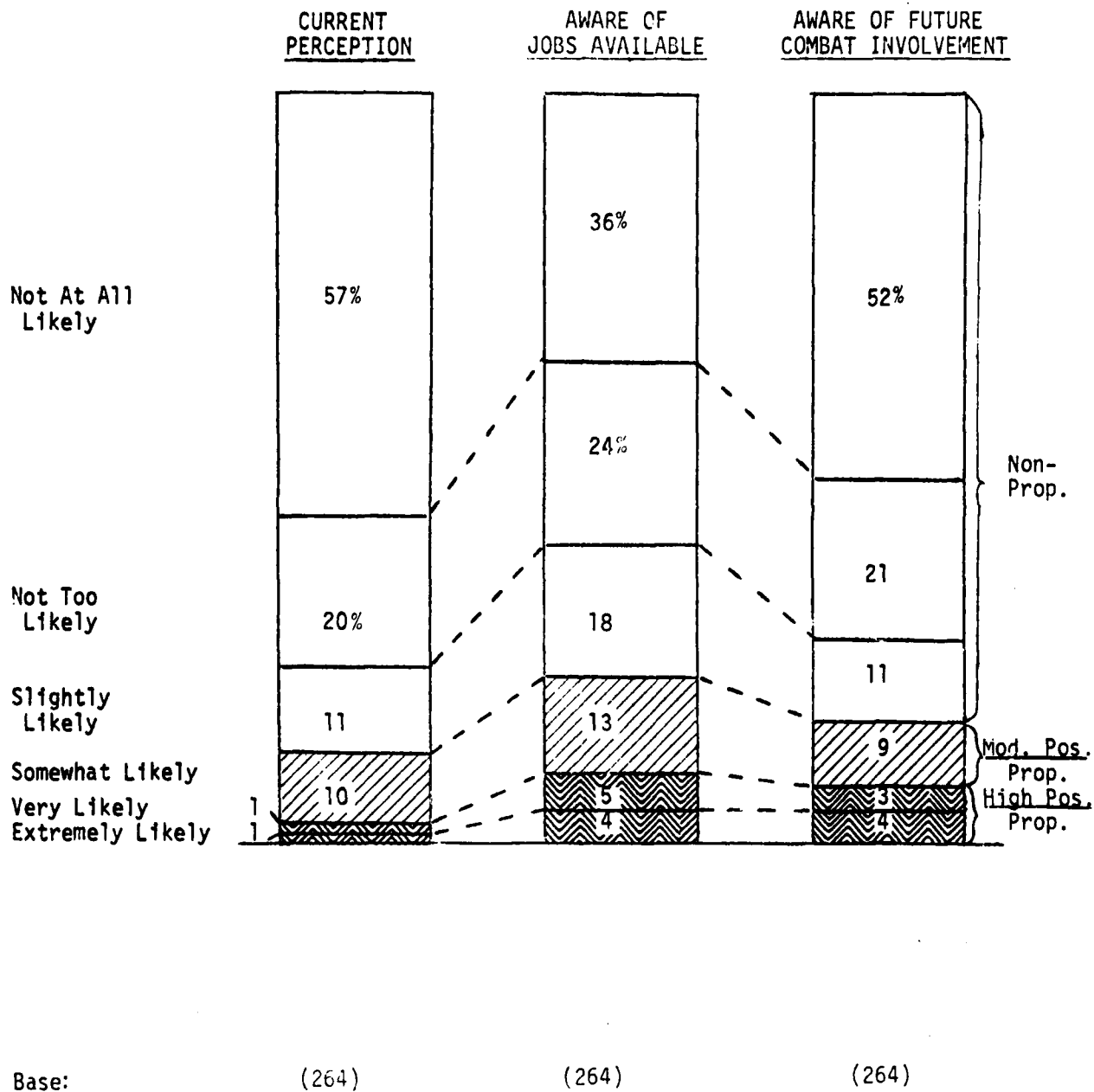




TABLE 77
YOUNG WOMEN'S INTEREST IN JOBS

- SEGMENT C -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/ VERY INTERESTED</u>	<u>SEGMENT C</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % Pts.
Photographer	75	32	+43
Newspaper reporter	50	18	+32
Personnel counselor	52	34	+18
Radio operator	28	10	+18
Chef/cook	20	11	+9
Land surveyor	14	9	+5
Air-traffic controller	15	11	+4
Fire fighter	9	5	+4
Carpenter	9	5	+4
Draftsman	14	11	+3
Librarian	16	14	+2
Mechanic	9	8	+1
Cargo loader	1	0	+1
Security guard	4	4	+0
Brick layer	2	2	+0
Telephone repairperson	6	7	-1
Truck driver	6	8	-2
Nurse	17	33	-16
X-ray technician	6	26	-20
Dental assistant	6	28	-22
Accountant	12	36	-24
Computer technician	15	41	-26
Legal secretary	17	45	-28
Clerk-typist/Secretary	16	47	-31

Base: (264) (927)

 Significantly different at .05
 Significantly different at .01

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be extremely, very, slightly, or not at all interested in working as a ...

TABLE 78

PERSONALITY/LIFESTYLE CHARACTERISTICS OF YOUNG WOMEN

- SEGMENT C -

(Base: Total In Each Group)

<u>% SAYING EXACTLY/VERY MUCH LIKE ME</u>	<u>SEGMENT C</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % Pts.
I would find it difficult to work in an office	44	20	+24
I enjoy a little excitement and danger at times	54	39	+15
I don't like to be told what to do	53	42	+11
I don't mind working at a job where you get dirty or messy	45	35	+10
I don't mind being outside in all kinds of weather	37	29	+8
I would rather do physical work than mental work	34	28	+6
I enjoy doing things that involve quite a bit of physical exercise	55	50	+5
I enjoy doing things which challenge me	79	77	+2
I like to take things apart to see how they work	24	23	+1
I prefer a job that involves working with my hands	57	57	+0
I like the type of work which would keep me constantly on the move	66	67	-1
I prefer a quiet, secure life to an adventurous one	20	39	-10
I like to work indoors rather than outdoors	19	40	-21
Base:	(264)	(927)	

○ Significantly different at .05
 □ Significantly different at .01



Q.11 I'm going to read you some descriptions of certain types of people. As I read each, please tell me if it is a description of someone exactly like you, very much like you, a little like you, or not at all like you.

TABLE 79
PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY

- SEGMENT C -

(Base: Total In Each Group)

<u>% SAYING EXTREMELY/ VERY SERIOUS PROBLEM</u>	<u>SEGMENT C %</u>	<u>BALANCE %</u>	<u>DIFFERENCE % PTS.</u>
You wouldn't have personal privacy	50	43	(+ 7)
Cannot always choose the type of work you want	48	41	(+ 7)
Religious or moral objections to the military	24	18	+ 6
You have to make a long term commitment	58	55	+ 3
Friends might not think well of you	11	8	+ 3
You might get seriously injured	39	37	+ 2
The kind of people you might meet in the military	22	20	+ 2
Your father might disapprove	22	22	+ 0
Basic training seems too tough	22	23	- 1
Don't know enough about military life	32	34	- 2
Your mother might disapprove	26	28	- 2
Not knowing how to go about enlisting	12	16	- 4
You have to move away from home	44	50	- 6
The pay	22	34	-12
Base:	(264)	(927)	

 Significantly different at .05
 Significantly different at .01

Q.13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

Unlike Segments A and B, a significantly smaller proportion of Segment C women are interested in traditional women's clerical jobs or medical jobs. Consistent with this finding, Segment C women are not office oriented, as indicated by the relatively small proportion who took commercial/business training in high school and their low likelihood of planning to work at a desk in a business office during the next few years (Tables 80 and 81). Not surprisingly, women in this segment are more likely to come from higher socio-economic status households, as seen in Table 82.

TABLE 80
HIGH SCHOOL EDUCATION PROGRAM
- SEGMENT C -
(Base: Total In Each Group)

EDUCATION PROGRAM
IN HIGH SCHOOL

College Preparatory

Commercial or
Business Training

Vocational

SEGMENT C

BALANCE

47%	40%
25	37
28	23

$$\chi^2 = 11.55, \text{ Sig. at } .01$$

Base:

(264)

(927)

TABLE 81
 LIKELIHOOD TO DO VARIOUS JOBS

- SEGMENT C -

(Base: Total In Segment C)

<u>% SAYING DEFINITELY/PROBABLY</u>	<u>SEGMENT C</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> %Pts.
Working in a restaurant	26	21	+ 5
Working as a salesperson	53	64	<input type="checkbox"/> -11
Working at a desk in a business office	23	61	<input type="checkbox"/> -38

Base: (264) (927)

☐ Significantly different at .01

-
0. 3a Now, I'm going to read you a list of several things which young women your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be ... (READ STATEMENT)? Would you say "Definitely," "Probably," "Probably Not," or "Definitely Not"?

TABLE 82
HOUSEHOLD DEMOGRAPHICS

- SEGMENT C -

(Base: Total In Each Group)

EDUCATION OF
HEAD OF
HOUSEHOLD

8th grade
or less
Some high
school

Completed
high school

Some College
or more

SEGMENT C

7%
13
43
37

BALANCE

14%
19
39
28

$\chi^2 = 28.52$, Sig. at .01

FATHER'S
EDUCATION

Some high school

Completed high
school

Some College
or more

SEGMENT C

24%
37
39

BALANCE

37%
36
27

$\chi^2 = 22.25$, Sig. at .01

INCOME

Under \$10,000

\$10,000 - \$14,999

\$15,000 - \$24,999

\$25,000 or more

SEGMENT C

18
19
34
29

BALANCE

27
21
34
18

$\chi^2 = 19.21$, Sig. at .01

Base:

(264)

(927)

4. SEGMENT D - INDEPENDENT/TECHNICALLY ORIENTED WOMEN

Segment D is the smallest segment, accounting for 9% of women eligible for NPS enlisted service and 11% of women in the attitudinal segmentation. However, it is a particularly important segment to the military: 1) women in this segment show interest in the types of technical sounding jobs the military needs to fill; 2) these women have an above average positive propensity to enlist, as shown in Table 83. These women tend to be more independent than women in the other segments, and differ from other women in terms of demographics and barriers to enlistment.

Job Interests/Orientation

Segment D has been named INDEPENDENT/TECHNICALLY ORIENTED WOMEN because a significantly higher proportion of these women than others are interested in jobs which sound technical to them such as computer technician, air-traffic controller, draftsman, X-ray technician and land surveyor (Table 84). An above average proportion have taken math and/or science courses, and they are also manually and mechanically inclined, an indication of their technical orientation.

(See Table 85)

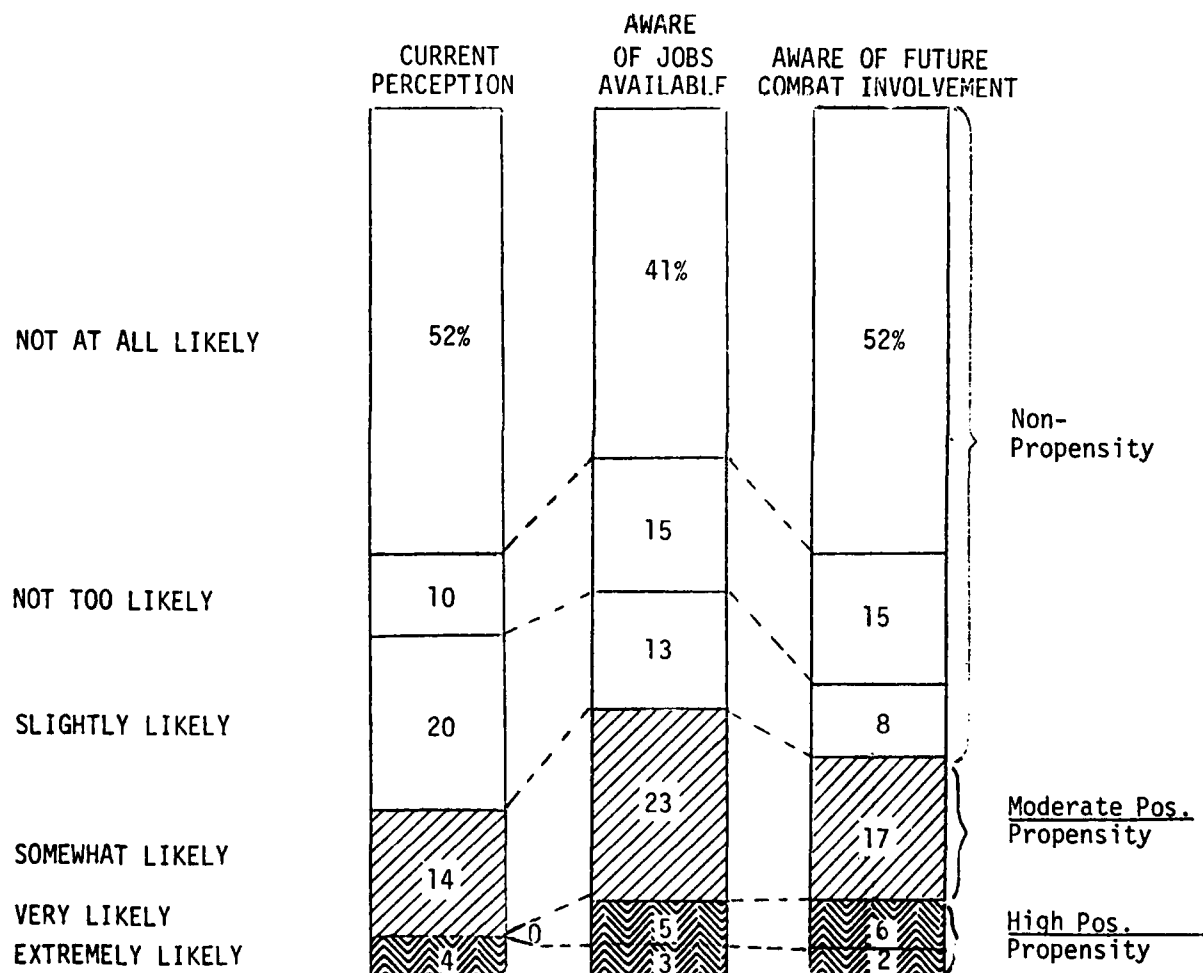
These women are considered independent because they are significantly less concerned than are other women about having to move away from home and parental disapproval (Table 86). They also expect to take care of themselves, as indicated by their greater concern than other women with respect to fringe benefits and working in a place that treats men and women equally (Table 87). In addition, compared to others, Segment D women are even more desirous of challenge, are outdoor

TABLE 83

PROPENSITY TO ENLIST UNDER DIFFERENT CONDITIONS

- SEGMENT D -

(Base: Total In Segment D)



Base:

(126)

(126)

(126)

TABLE 84
YOUNG WOMEN'S INTEREST IN JOBS

- SEGMENT D -

(Base: Total In Each Group)

% Saying Extremely/ Very Interested	SEGMENT D	BALANCE	DIFFERENCE
	%	%	% Pts.
Computer technician	53	34	+19
Air-traffic controller	27	10	+17
Draftsman	24	10	+14
X-ray technician	32	20	+12
Land surveyor	20	9	+11
Telephone repairperson	16	6	+10
Carpenter	14	5	+9
Truck driver	15	7	+8
Mechanic	14	8	+6
Fire fighter	11	5	+6
Photographer	46	41	+5
Security guard	6	4	+2
Brick layer	4	2	+2
Cargo loader	1	0	+1
Accountant	30	30	+0
Radio operator	11	15	-4
Chef/Cook	10	14	-4
Librarian	10	15	-5
Dental assistant	15	24	-9
Nurse	20	30	-10
Personnel counselor	26	38	-12
Newspaper reporter	14	27	-13
Legal secretary	14	41	-27
Clerk-typist/secretary	9	43	-34

Base : (126) (1064)

○ Significantly different at .05

□ Significantly different at .01

Q.4 I am going to read you a list of jobs or kinds of work that different women have told us they might be interested in. For each job I read, please tell me how interested you might be in doing that kind of work. Would you be extremely, very, slightly, or not at all interested in working as a ...

TABLE 85
MATH AND SCIENCE COURSES TAKEN

- SEGMENT D -

(Base: Total In Each Group)

<u>COURSES HAVE TAKEN AND PASSED</u>	<u>SEGMENT D</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> %pts.
<u>Math Courses</u>			
Elementary algebra	76	73	+3
Plane geometry	61	47	+14
Intermediate algebra	61	47	+14
Trigonometry	24	14	+10
None of these	11	15	-4
Science courses with electricity/electronics	35	28	+7
Base:	(126)	(1064)	

○ Significantly different at .05
□ Significantly different at .01

TABLE 86

PROBLEMS CONCERNING ENLISTMENT IN THE MILITARY

- SEGMENT D -

(Base: Total In Each Group)

	<u>SEGMENT D</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % pts.
<u>% SAYING EXTREMELY/VERY SERIOUS PROBLEM</u>			
Cannot always choose the type of work or job you want	50	42	+ 8
Religious or moral objections to the military	24	18	+ 6
Basic training seems too tough	25	23	+ 2
The pay	35	34	+ 1
You might get seriously injured	38	38	+ 0
Friends might not think well of you	6	9	- 3
You wouldn't have personal privacy	41	45	- 4
The kind of people you might meet in the military	17	21	- 4
Not knowing how to go about enlisting	12	16	- 4
You have to make a long-term commitment	51	57	- 6
Your father might disapprove	14	23	<u>- 9</u>
Your mother might disapprove	19	29	<u>-10</u>
Don't know enough about military life	24	35	<u>-11</u>
You have to move away from home	34	50	<u>-16</u>
Base:	(126)	(1064)	

○ Significantly different at .05
□ Significantly different at .01

Q.13a In talking to people, we have found that some people may have certain problems with the idea of enlisting in the military. For each of the phrases I read, please tell me how serious a problem it is for you when considering enlistment in the military. Is it an Extremely Serious problem, Very Serious, Slightly Serious, or Not At All Serious?

oriented, and tolerate getting dirty or messy. All of these characteristics appear to be consistent with some aspects of military life.

Compared to women in the other segments, Segment D women are significantly less interested in clerical, creative and medical jobs. Tables 87 and 88 show they are less office oriented and they are also less concerned about learning a valuable trade or skill, probably because they already possess one.

Demographic Profile

A significantly larger proportion of Segment D women than others are working (Table 89). Their high school grades are better than those for other women and they are more likely to come from households where the head had at least some higher education. In addition, they are more apt to be 18-19 years old, a prime age for enlistment.

(Table 89)

Compared to other women, women in this segment are more likely to be physically large, both in terms of height and weight (Table 90).

Action Taken To Learn About The Military

In addition to having above average positive propensity to enlist in the military, these women have taken action which tends to confirm their interest in the military. A significantly higher proportion of Segment D women than others have had contact with the military recruiting establishment and have discussed the possibility of enlistment with friends and/or relatives. A larger proportion of these women than others say they have seen advertising for the Armed Forces in general.

(See Tables 91 and 92)

TABLE 87

WHAT WOMEN CONSIDER TO BE MOST IMPORTANT WHEN CHOOSING A JOB

- SEGMENT D -

(Base: Total In Each Group)

% RATING "EXTREMELY IMPORTANT"	SEGMENT D %	BALANCE %	DIFFERENCE % Pts.
Provides men and women equal pay and opportunities	71	58	+13
Fringe benefits	52	43	+9
Retirement income	53	47	+6
Work outside most of the time	16	11	+5
Developing your potential	60	56	+4
Recognition and status	31	28	+3
An opportunity to work in another city	13	11	+2
Good income	53	53	+0
Being able to make your own decisions on the job	38	38	+0
Getting the job you want	60	61	-1
Job security	54	56	-2
Where you can stay with your husband or family	55	57	-2
Teaches you a valuable trade or skill	54	63	-9

Base:

(126)

(1034)

☒ Significantly different at .05
☐ Significantly different at .01

Q.9a I'd like to read several job characteristics. After I read each characteristic, please tell me how important you feel it would be in choosing a job. (READ CHARACTERISTIC) Do you consider that Extremely Important, Very Important, Slightly Important, or Not At All Important?

TABLE 88
 LIKELIHOOD TO DO VARIOUS JOBS
 - SEGMENT D -
 (Base: Total In Segment D)

	<u>SEGMENT D</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % pts.
<u>% SAYING DEFINITELY/PROBABLY</u>			
Working at a desk in a business office	47	58	(-11)
Working as a salesperson	41	45	- 4
Working in a restaurant	20	22	- 2
Base:	(126)	(1064)	

○ Significantly different at .05

Q. 3a Now, I'm going to read you a list of several things which young women your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely is it that you would be ... (READ STATEMENT)? Would you say "Definitely," "Probably," "Probably Not," or "Definitely Not"?

TABLE 89
INDIVIDUAL DEMOGRAPHICS

- SEGMENT D -

(Base: Total In Each Group)

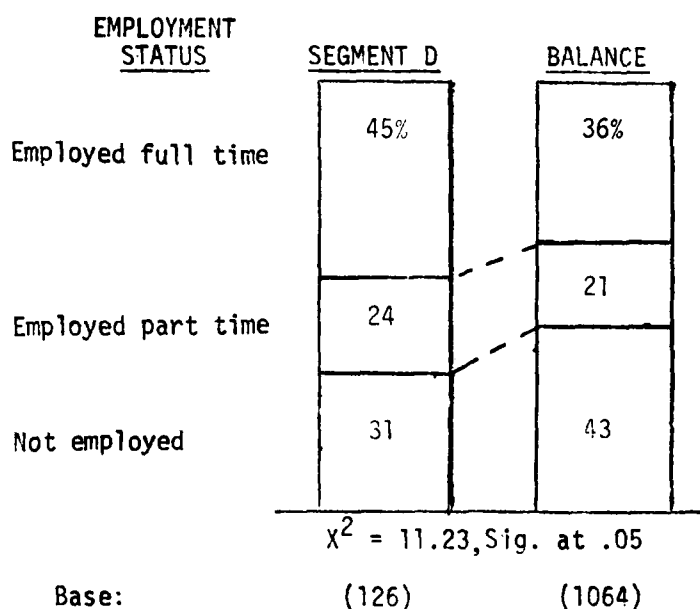
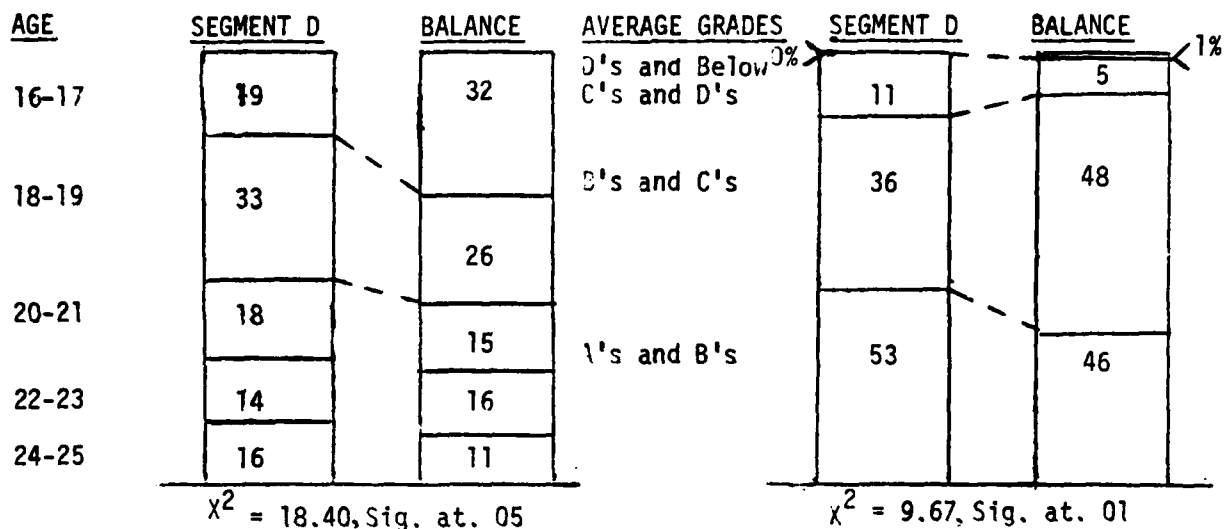


TABLE 90
KEY INDIVIDUAL DEMOGRAPHICS
- SEGMENT D -
(Base: Total In Each Group)

HEIGHT	SEGMENT D	BALANCE	WEIGHT	SEGMENT D	BALANCE
4'5" - 5'2"	11%	24%	80 - 114 lbs.	19%	21%
5'3" - 5'4"	25	28	115 - 124 lbs.	27	24
5'5" - 5'6"	25	26	125 - 135 lbs.	23	27
5'7" and over	39	22	135 lbs. and over	31	28
Base:	$\chi^2 = 20.25$, Sig. at .01 (126) (1064)		$\chi^2 = 8.31$, Sig. at .05 (126) (1064)		

ACTION TAKEN IN THE PAST SIX MONTHS TO LEARN ABOUT THE MILITARY

- SEGMENT D -

(Base: Total In Each Group)

	SEGMENT D %	BALANCE %	DIFFERENCE % Pts.
<u>Contact With Family/Friends (NET)</u>	<u>46</u>	<u>33</u>	<u>+13</u>
Discussed possibility of enlistment with boyfriend or husband	29	16	+13
Discussed possibility of enlistment with one or both parents	28	18	+10
Discussed possibility of enlistment with friends	32	23	+ 9
<u>Contact With Recruiters (NET)</u>	<u>63</u>	<u>44</u>	<u>+19</u>
Received recruiting literature in mail	46	36	+10
Sent for recruiting literature	11	6	+ 5
Called/went to a recruiting station	10	6	+ 4
<u>Been Personally Contacted By A</u>			
<u>Recruiter</u>	<u>33</u>	<u>18</u>	<u>+15</u>
<u>Specific branch of service</u>			
Air Force	12	3	+ 9
Army	15	11	+ 4
Marines	6	2	+ 4
Navy	5	4	+ 1
Coast Guard	-	-	+ 0
Reserves	-	-	+ 0
National Guard	1	1	+ 0
ROTC	-	-	+ 0

Base:

(126)

(1064)

- ☐ Significantly different at .05
☐ Significantly different at .01

In the past six months. (READ LIST)

Which branch of service was that? (DO NOT READ LIST)

TABLE 92
ADVERTISING AWARENESS OF MILITARY ADS
- SEGMENT D -
(Base: Total In Each Group)

	<u>SEGMENT D</u> %	<u>BALANCE</u> %	<u>DIFFERENCE</u> % pts.
<u>HAVE SEEN/HEARD ANY ADVERTISING</u>	<u>82</u>	<u>74</u>	<u>+ 8</u>
<u>BRANCH OF SERVICE:</u>			
Army	59	54	+ 5
Marines	47	35	+12
Air force	42	41	+ 1
Navy	39	39	+ 0
Coast Guard	26	21	+ 5
 HAVE SEEN/HEARD JOINT SERVICES AD	 47	 36	 +11
 Base:	 (126)	 (1064)	

- ☐ Significantly different at .05
☐ Significantly different at .01

- Q.14a Have you seen or heard any advertising for the military recently?
- Q.14b (ASK IF "YES" TO Q.14a)
Which of the following military services were mentioned in the advertising?
- Q.14c Do you recall seeing or hearing any advertising for the Armed Forces in general in which all four of the major military services -- that is, the Army, Navy, Air Force and Marines -- were mentioned?

Taken all together, the characteristics noted above make this segment one to which the military should pay particular attention in its recruiting efforts. While women in this segment are not presently interested in many of the non-traditional jobs now being offered to woman in the military (i.e., blue collar jobs), their demographic and psychological characteristics suggest an opportunity for the military to draw from this segment to fill such jobs.

G. COMPARISON OF WOMEN VS. MEN ON ENLISTMENT PROPENSITY AND ADDITIONAL MEASURES

1. Propensity To Enlist

a. How Enlistment Propensity For Women And Men Were Compared:

For The Military In General

In all previous sections of this document, young women's propensity to enlist in the military was measured on a six point scale (refer to p.10). However, in order to meet the objective of comparing women's propensity to serve in the military to that of men, it was also necessary to measure women's propensity on a four point scale, using a question similar to that used in the Fall, 1979 Youth Attitude Tracking Study on enlistment intentions of NPS males (YATS Q. 5). For this purpose the following question was also asked of women in this study:

"Now I'm going to read you a list of several things which young women your age might do in the next few years. For each one I read, please tell me how likely it is that you will be doing that. For instance, how likely it is that you would be (READ STATEMENT) definitely, probably, probably not, or definitely not?"

STATEMENTS

Working in a restaurant
Working at a desk in a business office
Serving in the military
Working as a sales person

Therefore, in this section of the report and in no other section, positive propensity is operationally defined as answering the above question as follows: "Definitely" or "Probably" will serve in the military in the next few years*. Non-propensity is defined as

* It should be noted that the propensity data for males shown in this section were collected in the Youth Attitude Tracking Study, but were not shown or defined this way in the Fall, 1979 report. In that report, positive propensity was defined as a net of those men indicating a positive propensity to enlist in one or more branches of the services. In this report, positive propensity for men is defined as above.

answering the above question as "Probably Not" or "Definitely Not" will serve in the military in the next few years.

Both studies also measured -- on an unaided basis -- likelihood to join the military by asking the following questions:

"Now, let's talk about your plans for the next few years. What do you think you might be doing?"

For The National Guard or Reserves

In order to measure women's propensity to join the National Guard or Reserves in the present study, the following statement was read:

"As you know, the military has National Guard and Reserve programs, which allow you to live at home most of the time and serve part-time. During the first year, you have training and active service for four or five months. After that, you meet with your unit for two days each month at a location near your home and have a two week summer training period away from home each year. An individual would normally serve for six years in her part-time duties and most people earn from \$1,000 to \$2,500 per year.

How likely do you think you would be to join the National Guard or Reserves in the next few years? (READ LIST) Definitely, probably, probably not, definitely not?"

Although the wording of the male YATS question regarding enlistment in the National Guard and the Reserves differs from the one above, the question was, as in the women's study, separate from the one concerning enlistment in the military. Both this study and the Youth Attitude Tracking Study used the same four point scale for these measures. However, in the male study, separate responses -- one for the National Guard and one for the Reserves -- were obtained.

b. Propensity Among Men Vs. Women

Women have a considerably lower propensity than men to enlist in either the military in general or in the National Guard or Reserves.

Military In General

Positive propensity to serve in the military was lower for women on both measures included in the study:

- . On the four point rating scale comparable to the YATS Study, 8% of women expressed positive propensity to enlist vs. the YATS, Fall Study finding for men of 22%. Thus, the level for women was roughly a third of that for men.
- . On the unaided measure, when asked about their plans for the next few years, only 1% of the women indicated that they might be joining the military vs. 5% for the men, or a fifth the level for men.

Like men, most of those women expressing positive propensity to serve in the military are moderately committed rather than highly committed. The majority say they would "Probably" serve while only a small proportion said they would "Definitely" serve.

(See Table 93)

National Guard and Reserves

Positive propensity to serve in the National Guard or Reserves is 10% for women, or about half of the level of men for the National Guard (19%) and the Reserves (17%) and somewhat higher than the ratio for the military in general as seen above. Again, among both sexes most of those with positive propensity to serve are marginally committed.

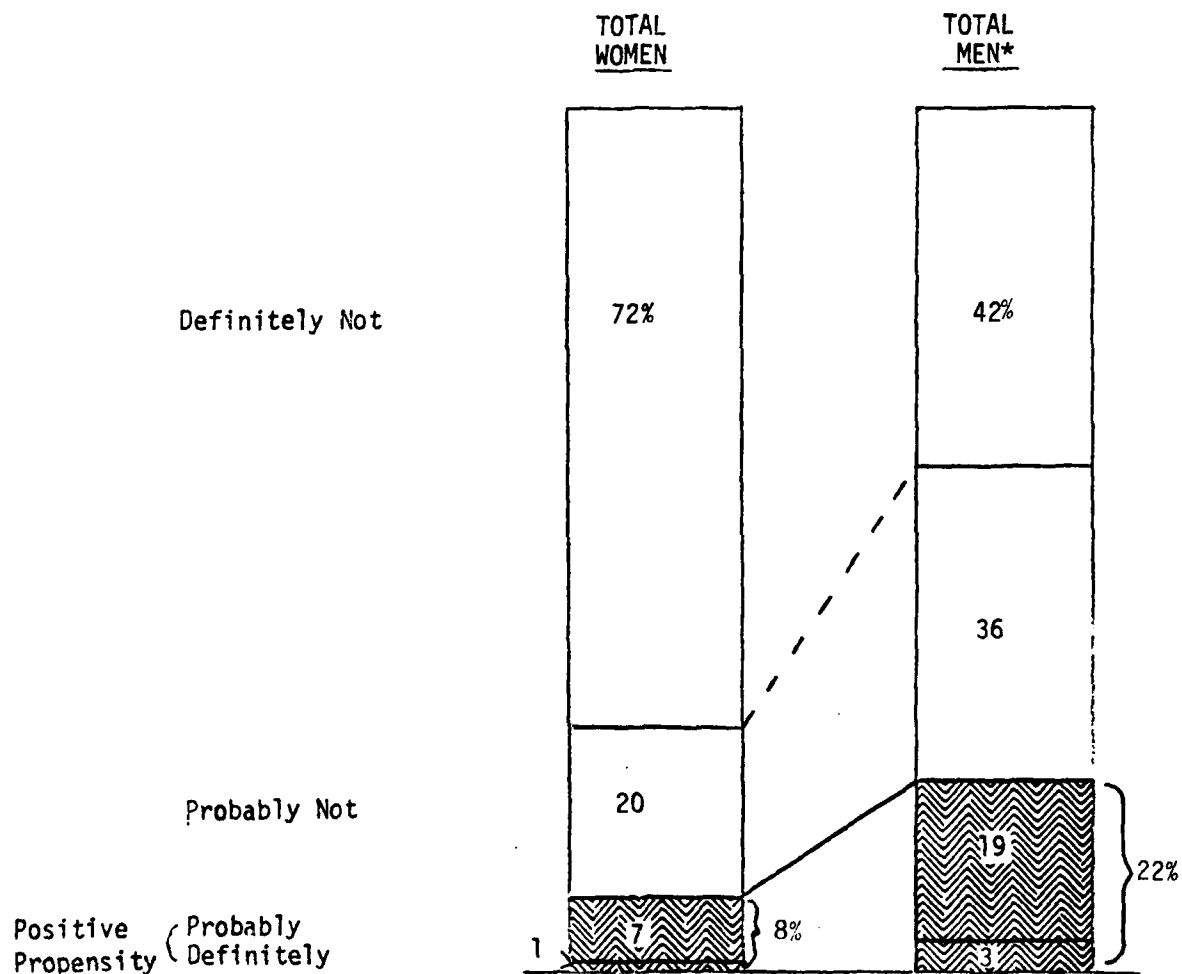
(See Table 94)

TABLE 93

PROPENSITY TO SERVE IN THE MILITARY

- WOMEN VS. MEN -

(Base: Total In Each Group)



*Men's data for this section is from the Fall, 1979 Youth Attitude Tracking Study.

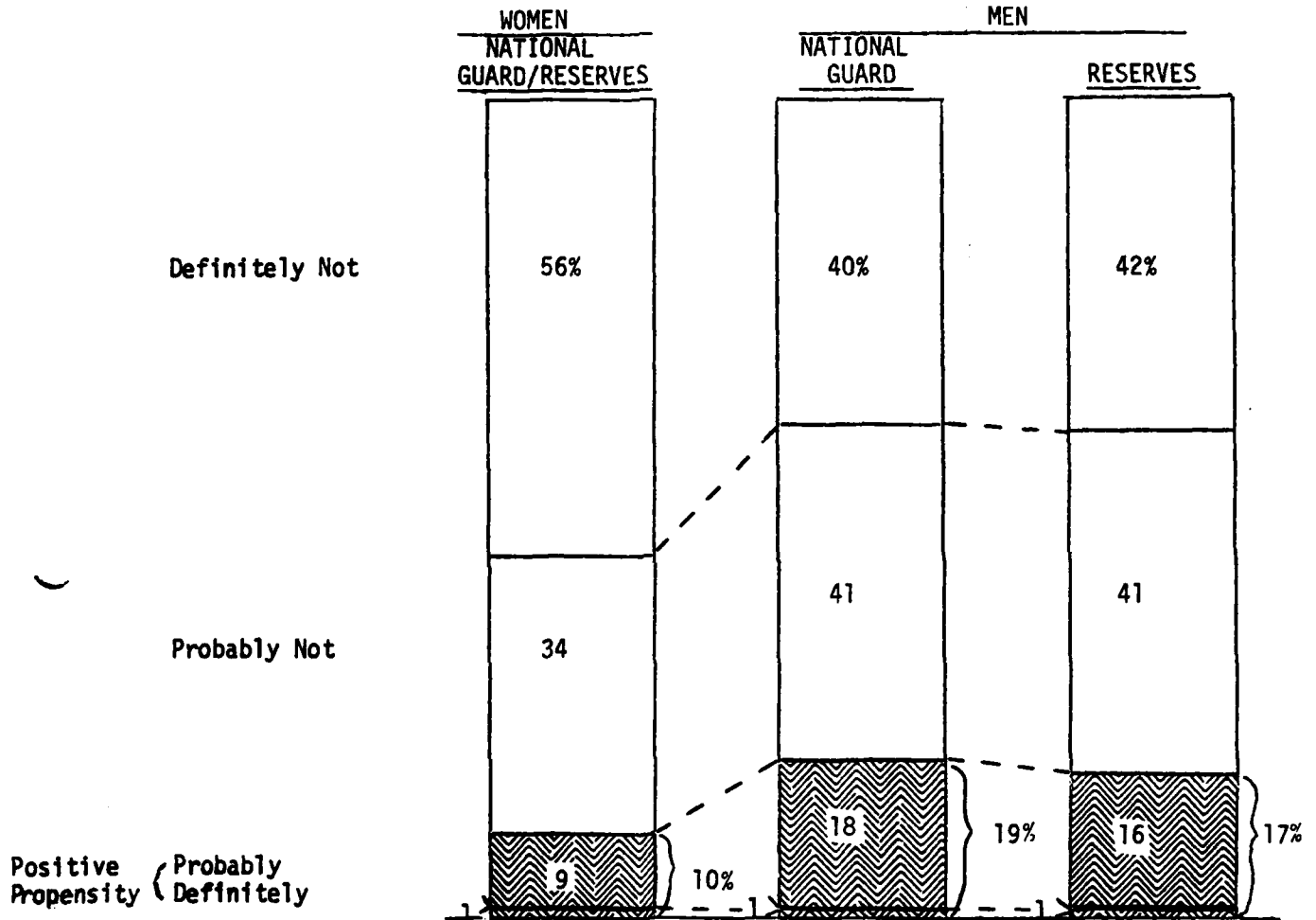
Note: Those answering "Don't know" were deleted and data were repercentaged.

TABLE 94

PROPENSITY TO SERVE IN THE NATIONAL
GUARD OR RESERVES

- WOMEN VS. MEN -

(Base: Total In Each Group)



Note: Those answering "Don't know" were deleted and data were repercentaged.

2. Comparison of Women Vs. Men on Additional Measures

Women are compared to men on those additional measures from the present study which are comparable to measures in the Fall, 1979 Youth Attitude Tracking Study. The primary focus here is on positive propensity women vs. positive propensity men, rather than all women vs. all men.

a. Demographic Characteristics

Positive propensity women are different from positive propensity men in terms of marriage plans and education.

A small proportion of positive propensity women and men are currently married (13% vs. 4%). Half of the positive propensity women say they do not know if they plan to get married during the next year. In contrast, none of the positive propensity men appear to be unsure about their marital plans. Rather, the large majority (89%) indicate they do not plan to get married during the next year.

(See Table 95)

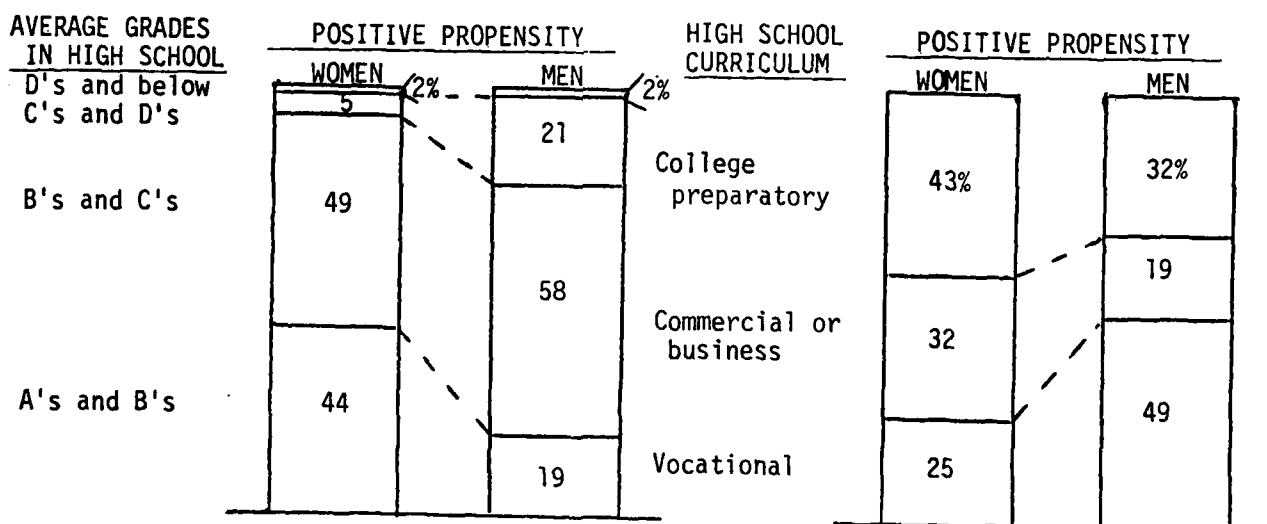
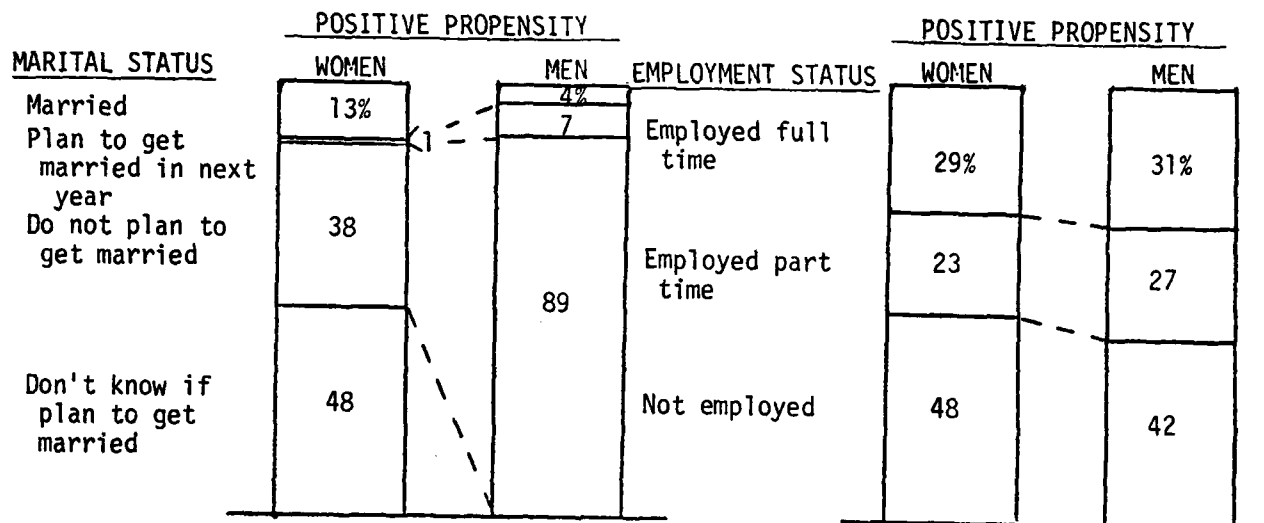
With regard to education, Table 95 shows that a higher proportion of positive propensity women than positive propensity men took a college preparatory program or a commercial/business program in high school. In contrast, almost half of the positive propensity men (49%) took a vocational program vs. only 25% of the positive propensity women.

TABLE 95

INDIVIDUAL DEMOGRAPHICS

- POSITIVE PROPENSITY WOMEN VS. POSITIVE PROPENSITY MEN -

(Base: Total In Each Group)



(Continued)

Although similar when comparing the various courses they have taken, a smaller proportion of positive propensity women than men took a science, electricity/electronics course in high school.

(See Table 96)

In addition, it should be noted that positive propensity women seem to have higher grades than do positive propensity men.

Table 95 shows that in terms of employment status, positive propensity women and positive propensity men, have strong similarities. Approximately three in ten in each group are employed on a full-time basis.

While there are some obvious demographic differences between positive propensity women and positive propensity men, the following observations are worth noting:

- . Positive propensity women are younger than non-propensity women. The same pattern exists among the two-groups of men.
- . Positive propensity women are more likely than non-propensity women to come from a minority group. The same pattern exists among the two groups of men.
- . Positive propensity women are more likely than non-propensity women to have a father who did not complete high school. The same pattern exists among the two groups of men.

b. Perception of Employment Situation

As shown in Table 97, similar proportions of NPS eligible women and men say it is difficult to find a full-time job in the area where they live. For example, 9% of each group say finding such a job is "Al-

or "Somewhat" difficult. The same table indicates that similar proportions of young women and men feel it is easier to get a part-time job than a full-time job. Thus, about one person in two in each group say getting a part-time job is "Not At All Difficult".

When women and men with positive propensity to enlist are compared with respect to perceived difficulty of finding a job, a pattern similar to that for NPS eligible women and men emerges. Table 98 shows, for example, that 12% of both groups say it is "Almost Impossible" to find a full-time job. The only difference between positive propensity women and positive propensity men is that the former are somewhat more likely to feel it is "Not At All Difficult" to find a part-time job (52% vs. 46%).

c. Job Benefits Regarded as Important

In both this and the Fall, 1979 Youth Attitude Tracking Study respondents were asked to rate the importance of several job benefits. Those benefits rated in both studies are shown in Table 99.

Positive propensity women have generally higher job expectations than positive propensity men. For example, Table 100 shows that a significantly larger proportion of positive propensity women than men say the following are "Extremely Important".

- . Getting the job you want (56% vs. 34%)
- . Developing your potential (53% vs. 38%)
- . Teaches you a valuable skill (47% vs. 38%)
- . Making your own decision on the job (39% vs. 27%)

TABLE 96

INDIVIDUAL DEMOGRAPHICS

- POSITIVE PROPENSITY WOMEN VS. POSITIVE PROPENSITY MEN -

(Continued)

<u>COURSES HAVE TAKEN AND PASSED</u>	<u>POSITIVE PROPENSITY</u>		<u>DIFFERENCE</u> % pts.
	<u>WOMEN</u> %	<u>MEN</u> %	
<u>Math Courses</u>			
Elementary Algebra	69	65	+4
Plane geometry	42	41	+1
Intermediate Algebra	42	38	+4
Trigonometry	16	13	+3
None of these	18	22	- 4
Science course with electricity/ electronics	31	42	-11

○ Significantly different at .05

Multiple Response

TABLE 97
DEGREE OF DIFFICULTY IN FINDING A JOB
IN AREA WHERE THEY LIVE
- WOMEN VS. MEN -
(Base: Total In Each Group)

FULL TIME JOB

Degree of Difficulty

Not At All Difficult

Somewhat Difficult

Very Difficult

Almost Impossible

WOMEN	MEN
25%	27%
48	43
18	21
9	9

PART TIME JOB

Degree of Difficulty

Not At All Difficult

Somewhat Difficult

Very Difficult

Almost Impossible

WOMEN	MEN
50%	52%
35	31
9	12
4	5

TABLE 98

DEGREE OF DIFFICULTY IN FINDING A JOB
IN AREA WHERE THEY LIVE

- WOMEN VS. MEN -

(Base: Total In Each Group)

FULL TIME

Degree of Difficulty	POSITIVE PROPENSITY		NON-PROPENSITY	
	WOMEN	MEN	WOMEN	MEN
Not At All Difficult	20%	23%	25%	29%
Somewhat Difficult	45	41	49	44
Very Difficult	23	24	17	19
Almost Impossible	12	12	9	8

PART TIME

Degree of Difficulty	POSITIVE PROPENSITY		NON-PROPENSITY	
	WOMEN	MEN	WOMEN	MEN
Not At All Difficult	52%	46%	50%	55%
Somewhat Difficult	32	33	37	31
Very Difficult	11	14	9	10
Almost Impossible	5	7	4	4

TABLE 99
WHAT WOMEN AND MEN CONSIDER TO BE MOST IMPORTANT
WHEN CHOOSING A JOB

- WOMEN VS. MEN -

(Base: Total In Each Group)

% SAYING "EXTREMELY IMPORTANT"	TOTAL		DIFFERENCE % pts.
	WOMEN %	MEN %	
Gives/getting job you want	60	33	+27
Developing your potential	56	36	+20
Job security	55	42	+13
Good income	53	45	+ 8
Retirement income	48	38	+10
Teaches you a valuable trade or skill	44	36	+ 8
Making your own decisions on the job	38	26	+12
Recognition and status	29	18	+11

NOTE: Only attributes asked in both studies are listed here

☐ Significantly different at .01

TABLE 100

WHAT WOMEN AND MEN CONSIDER TO BE MOST IMPORTANT WHEN CHOOSING A JOB*

- WOMEN VS. MEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY			NON-PROPENSITY		
	WOMEN %	MEN %	DIFFERENCE % pts.	WOMEN %	MEN %	DIFFERENCE % pts.
SAVING "EXTREMELY IMPORTANT"						
likes/getting job you want	56	34	+22	60	33	+27
developing your potential	53	38	+15	56	35	+21
teaches you a valuable trade or skill	47	38	+9	44	35	+9
good income	47	46	+1	54	44	+10
job security	45	44	+1	56	42	+14
retirement income	44	41	+3	49	37	+12
making your own decisions on the job	39	27	+12	38	26	+12
cognition and status	29	20	+9	29	17	+12

Significantly different at .05
Significantly different at .01

* Attributes asked in both studies are listed here

Similar and relatively high proportions of both positive propensity women and positive propensity men are concerned with:

- . Good income (47% vs. 46%)
- . Job security (45% vs. 44%)
- . Retirement income (44% vs. 41%)

It is worth mentioning here that while positive propensity women are somewhat more desirous than positive propensity men of some job characteristics, it is likely that many of the appeals for the military could be effective with both groups.

d. Vulnerability of Civilian Jobs

Earlier in this report, it was suggested that to the extent a particular job benefit/character is not seen as more likely to occur in a civilian job, it might be said that a civilian job is potentially vulnerable to a military job on that characteristic and vice versa if the job benefit is seen as more likely to occur in a civilian job.

Table 101 shows that for every job attribute contained in both this study and the Youth Attitude Tracking Study, a significantly larger proportion of NPS eligible men than NPS eligible women feel the attribute is "Much/Somewhat" more likely to occur in a civilian job.

Table 102 shows that the same general pattern emerges when one compares positive propensity men and positive propensity women. However, the differences, while substantial, are not as sharp as with NPS eligible women and men.

The fact that civilian jobs seem to be more vulnerable among positive propensity women than among positive propensity men -- particularly on those characteristics which positive propensity women regard as more important than these men -- has positive implications for the role

TABLE 101

VULNERABILITY OF CIVILIAN JOBS

- WOMEN VS. MEN -

(Base: Total In Each Group)

% SAYING MUCH/SOMEWHAT MORE LIKELY TO OCCUR IN CIVILIAN JOB	TOTAL		DIFFERENCE % pts.
	WOMEN %	MEN %	
Teaches you a valuable trade or skill	3	13	-10
Developing your potential	8	23	-15
Job security	9	20	-11
Retirement income	10	20	-10
Recognition and status	12	25	-13
Gives/getting job you want	18	42	-24
Good income	21	52	-31
Making your own decisions on the job	36	61	-25

NOTE: Only attributes asked in both studies are listed here

☐ Significantly different at .01

TABLE 102
VULNERABILITY OF CIVILIAN JOBS

- WOMEN VS. MEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY				NON-PROPENSITY			
	WOMEN %	MEN %	DIFFERENCE % pts.		WOMEN %	MEN %	DIFFERENCE % pts.	
% SAYING MUCH/SOMEWHAT MORE LIKELY TO OCCUR IN CIVILIAN JOB								
Teaches you a valuable trade or skill	1	8	- 7		3	15	-12	
Developing your potential	6	13	- 7		8	27	-19	
Job security	7	18	-11		9	22	-13	
Retirement income	9	17	- 8		10	22	-12	
Recognition and status	10	19	- 9		12	26	-14	
Gives/getting job you want	12	32	-20		18	46	-28	
Good income	17	39	-22		22	57	-35	
Making your own decisions on the job	36	54	-18		35	64	-29	

NOTE: Only attributes asked in both studies are listed here

○ Significantly different at .05
□ Significantly different at .01

AD-A143 377

A STUDY OF THE MARKET POTENTIAL FOR RECRUITING
NON-PRIOR SERVICE FEMALES F..(U) GREY ADVERTISING INC
NEW YORK J T HEISLER MAY 80 07831-6018K

3/3

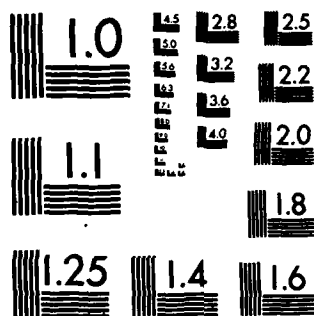
UNCLASSIFIED

DMDC/MRB-TR-79/1-SUPPL

F/G 5/9

NL





MICROCOPY RESOLUTION TEST CHART
NATIONAL BUREAU OF STANDARDS-1963-A

of women in the military in terms of the manner in which the military proceeds with recruiting activities designed to attract them into the services.

e. Parental Attitude

The following points should be noted in regard to women's and men's perception of their parent's attitude toward enlistment.

First, perception of parent's attitude toward enlistment does not appear to be a barrier against enlistment among positive propensity women or positive propensity men. Table 103 shows that relatively small proportions of both sexes perceive that their parents are against enlistment. However, perception of parents attitude appears to be a barrier to enlistment among both non-propensity women and men, since considerably larger proportions of these young people than positive propensity people perceive that their parents oppose enlistment.

Second, positive propensity women are less likely than positive propensity men to believe that their parents are in favor of enlistment. These young women are more likely to perceive that their parents have a neutral attitude toward enlistment.

Third, a greater proportion of both positive propensity women and men perceive that their mother would be against enlistment than perceive that their father would be against enlistment.

(See Table 104)

TABLE 103

SON'S/DAUGHTER'S PERCEPTION OF PARENTAL ATTITUDE TOWARD ENLISTMENT

- WOMEN VS. MEN -

(Base: Total In Each Group)

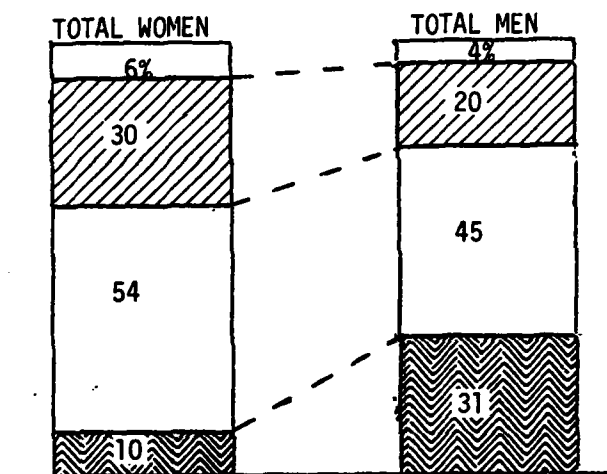
FATHER

Don't have

Against

Neutral

In favor



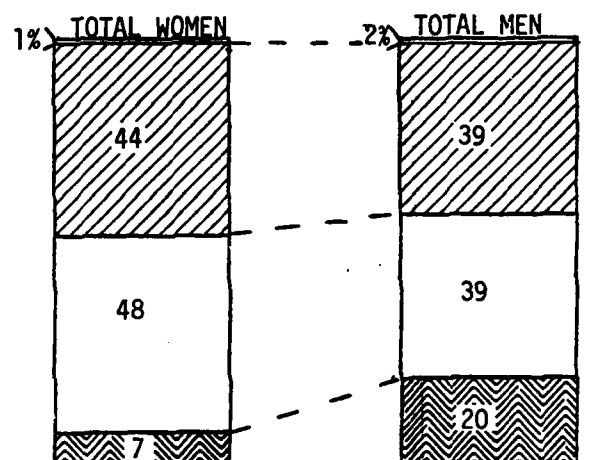
MOTHER

Don't have

Against

Neutral

In favor



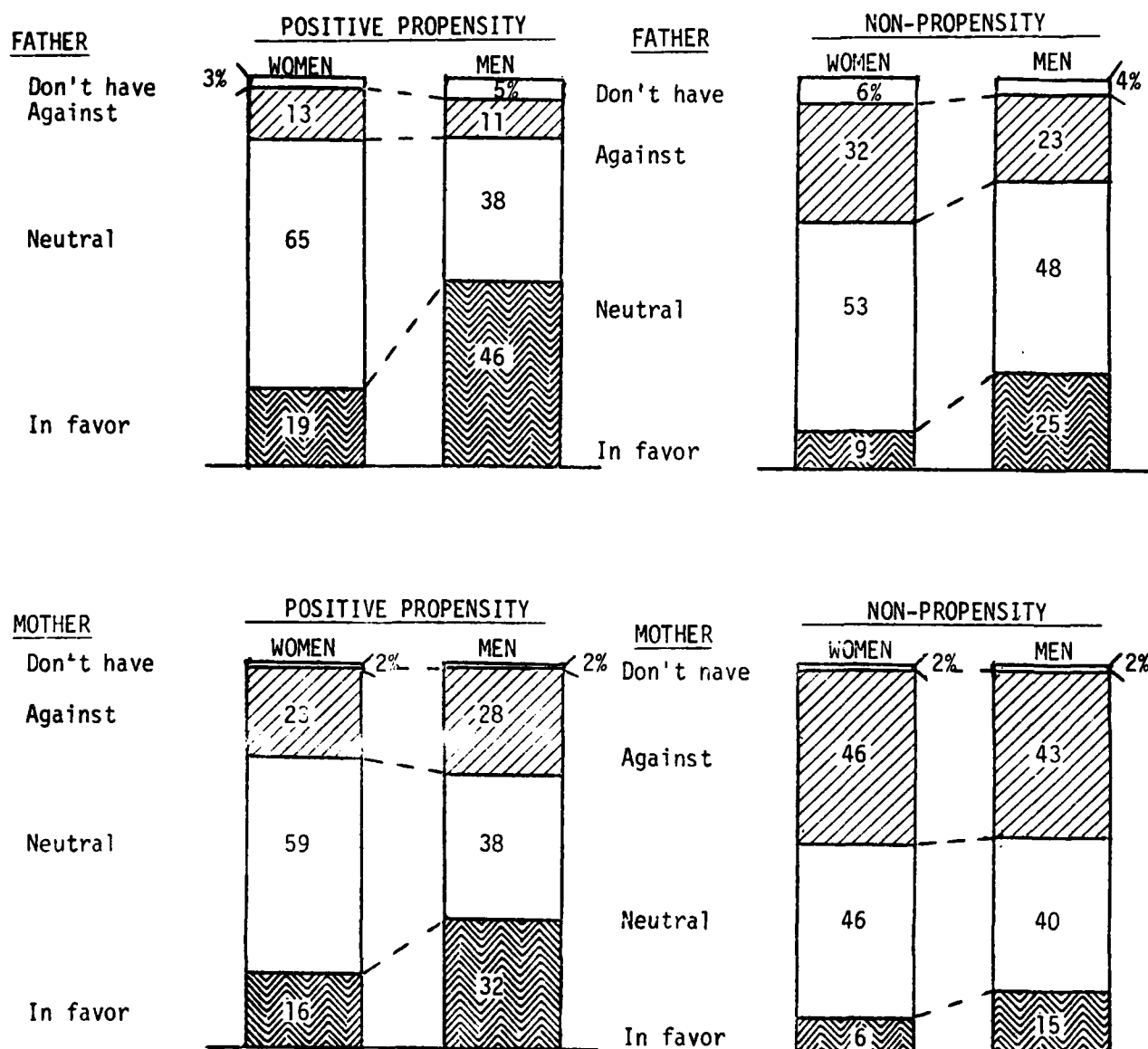
NOTE: Don't know/No answer removed, data repercentaged

TABLE 104

SON'S/DAUGHTER'S PERCEPTION OF PARENTAL ATTITUDE TOWARD ENLISTMENT

- WOMEN VS. MEN -

(Base: Total In Each Group)



As part of its efforts to expand the pool of young women who have a positive propensity to enlist, these findings suggest the need for some activities to be taken by the military recruitment establishment to overcome parental objections among these potential female military prospects. Efforts against current non-propensity women, as with men, will have to recognize this as a major barrier to enlistment, requiring even more direct action to be taken.

f. Action Taken Concerning the Military

. How Data Regarding Action Taken Concerning The Military For Women And Men Were Compared

In order to compare data from this study regarding action taken to data from the YATS study, it was necessary to include in this study questions which were similar to that used in YATS. The questions in this study were:

a. "In the past six months": (READ LIST)

Have you discussed the possibility of enlistment with friends already in the service or who have been in the service?

Have you talked with your boyfriend or husband about possible enlistment?

Have you received any recruiting literature in the mail?

Have you sent for any military literature?

Have you gone to a recruiting station or called on the phone?

b. Have you ever been personally contacted by a recruiter?

The responses given by women in this study were compared to responses given by men to similar questions in the Fall, 1979 YATS research.

. Action Taken Concerning the Military by Women Vs. Men

NPS eligible women, generally, are less likely than young men to have taken actions in connection with the military.

- significantly smaller proportions of NPS eligible women than men discussed the possibility of enlistment with friends or parents.

(See Table 105)

- smaller proportions of NPS eligible women than men have received recruiting literature, gone to a recruiting station, or been personally contacted by a recruiter.

(See Table 105)

Not surprisingly, larger proportions of both positive propensity women and men took steps to learn about the military. However, as Table 106 shows, a smaller proportion of positive propensity women than men took actions to inform themselves about the military. There was one exception: a similar proportion of positive propensity women and men say they sent for recruiting literature.

TABLE 105

ACTION TAKEN TO LEARN ABOUT THE MILITARY

- WOMEN VS. MEN -

(Base: Total In Each Group)

	TOTAL WOMEN %	TOTAL MEN %	DIFFERENCE % pts.
<u>DISCUSSED WITH FRIENDS/FAMILY</u>			
Discussed possibility with friends	21	36	<input type="checkbox"/> 15
Discussed possibility with parents	15	31	<input type="checkbox"/> 16
Discussed possibility with boy/ girlfriend or spouse	14	16	- 2
<u>CONTACT WITH RECRUITING ESTABLISHMENT</u>			
Received recruiting literature	34	50	<input type="checkbox"/> 16
Sent for recruiting literature	6	10	<input type="checkbox"/> 4
Gone to recruiting station*	6	27	<input type="checkbox"/> 21
<u>PERSONALLY CONTACTED BY A RECRUITER</u>	<u>18</u>	<u>24</u>	<input type="checkbox"/> 6

☐ Significantly different at .05

☐ Significantly different at .01

* For this study, was gone to/called a recruiting station.

In the past six months. (READ LIST)

Have you ever been personally contacted by a recruiter?

TABLE 106

ACTION TAKEN TO LEARN ABOUT THE MILITARY

- WOMEN VS. MEN -

(Base: Total In Each Group)

	POSITIVE PROPENSITY			NON-PROPENSITY		
	WOMEN %	MEN %	DIFFERENCE % pts.	WOMEN %	MEN %	DIFFERENCE % pts.
<u>DISCUSSED WITH FRIENDS/FAMILY</u>						
Discussed possibility with friends	44	54	(-10)	18	29	(-11)
Discussed possibility with parents	41	54	(-13)	12	22	(-10)
Discussed possibility with boy/ girlfriend or spouse	29	28	1	12	11	1
<u>CONTACT WITH RECRUITING ESTABLISHMENT</u>						
Received recruiting literature	32	49	(-17)	34	51	(-17)
Sent for recruiting literature	19	17	2	4	6	- 2
Gone to a recruiting station*	14	39	(-25)	5	20	(-15)
<u>PERSONALLY CONTACTED BY A RECRUITER</u>	19	30	(-11)	18	22	(- 4)

*For this study, was gone to/called a recruiting station

C) Significantly different at .05

I) Significantly different at .01

END

FILMED

9-84

DTIC